

Katie Martin

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Work Experience

Implementation Specialist, (September 2021—July 2023)

Attane, Kansas City, MO

- Configured and delivered digital solutions for clients across the Senior Living industry. This included custom full site builds, site migrations from one platform to another, and ongoing site maintenance and technical support. I worked in tandem with the creative team to match site design and layout provided to bring the client's vision and brand to life.
- Provided ongoing technical support and generated new paid media landing pages, working with the creative team to capture client vision and branding.
- Built and maintained proprietary cost calculator and floor plan fit calculators, which provided clients with a way to generate leads, as well as prospective residents a way to gain more information about the feasibility of their move and the affordability of senior living.
- Provided a communication bridge between internal teams and clients with the development and engineering teams about suspected software problems as well as creating and maintaining documentation related to the implementation and maintenance of the supported solutions.
- Helped to support the Quality Assurance team as needed, to ensure accuracy and timely delivery of client work.
- Led team training and multi-team cross training for new processes and updated client offerings.

Digital Content Producer, (September 2019—September 2021)

Farm Journal, Lenexa, KS

- Wrote, edited and proofread content for industry leading brands in the livestock, crops and produce sectors.
- Produced daily top news article, which was pushed out on the web and promoted with a text message subscription.
- Curated content from Farm Journal's radio and TV broadcast stations and published to the web.
- Produced daily, weekly and monthly eNewsletters in Marketo management system.
- Wrote and scheduled social media posts for Drovers and Bovine Veterinarian, as well as lead management and training on the Loomly scheduling platform, which maintained 48 social accounts across 17 brands and events.
- Collaborated with content team to generate content ideas and assignments, as well as digital and print editorial plans.
- Took lead role on innovative digital content presentation formats, such as ION, as well as trained team members on digital systems and processes.
- Troubleshoot problems for team members across web, social media, eNewsletters and more.
- Provided support on custom digital product execution for advertisers and sponsors, such as custom landing pages.
- Regularly conducted market research to advise business decisions and content opportunities. This included consulting on survey questions, to programming in Key Survey, to writing invitation copy and scheduling eBlasts and eNewsletter promotion, to maintaining and analyzing the results.
- Executed audience engagement campaigns such as photo contests from build through prize awarding in Votigo and other platforms.
- Created print layouts in InDesign for Drovers Magazine and other brands as needed.
- Established and maintained positive professional relationships with authors, industry experts and other contacts.

Associate Content Specialist, (March 2016—September 2019)

Assistant Content Specialist, (February 2014—March 2016)

MJH Associates, Lenexa, KS

- Wrote, edited and proofread content for industry leading brands *dvm360.com*, *dvm360* magazine, *Vetted* and *Firstline*.
- Collaborated with creative team to generate content ideas and assignments, as well as digital and print editorial plans.
- Led publishing for *dvm360.com* and maintained weekly and monthly posting schedule.
- Created print layouts in InDesign for *dvm360* magazine, *Firstline* and *Vetted* as well as in custom projects.
- Found, trained and guided new contributing writers.
- Curated content from veterinary conferences and connected with speakers and key opinion leaders.
- Regularly conducted market research to advise business decisions and content opportunities.
- Established and maintained positive professional relationships with authors, industry experts and other contacts.
- Planned and oversaw hospital design education at the HospitalDesign360 conference held with Fetch *dvm360* in Kansas City.
- Initiated and managed payment process for contributing authors.
- Trained team members on digital systems and processes.
- Identified meaningful content analytics for the team to develop editorial content strategy and tracked business results.

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- Provided support on custom digital product execution for advertisers and sponsors.
- Played integral role in dvm360.com website redesign, platform migration and launch in 2014.

Client Services Specialist, (August 2012—February 2014)

Penton Media, Overland Park, KS

- Managed online advertising campaigns for 20 websites and 22 eNewsletters.
- Confirmed advertising order accuracy after being entered into the ad management system.
- Gathered ad materials and ensured they met specifications for eNewsletter, website and mobile app placements.
- Worked with clients to revise materials if the submitted creative did not meet specifications.
- Ensured campaigns ran as contracted, monitoring any special targeting or run specifications.
- Provided monthly reports on all campaigns from Dart for Publishers, Yesmail and Eloqua.
- Maintained line of communication between clients, digital ad operations and sales representatives.

Awards and Associations

Winner of 2015 American Society of Business Publication Editors' Young Leader Scholarship.

Winner of 2018 Folio: Rising Star Award.

Finalist 2018 and 2019 Folio: Content Team of the Year award.

Member of the American Society of Business Publication Editors (2014—present). Former website committee chair and chapter board member (2015—2018).

Skills

Advanced knowledge of Wordpress website platform with an Intermediate knowledge of HTML coding and advanced beginning knowledge of CSS styling. Working knowledge of Wrike project management software and Jira ticketing system. Skilled in Adobe creative suite including InDesign, Dreamweaver and Photoshop. Skilled in Drupal and Wordpress website platforms, Alfresco and content management systems and Marketo eNewsletter platform. Knowledgeable in Censhare print production and PixelMags iPad app management system. Skilled in Loomly and Hootsuite social media management, Omniture metrics, Google Analytics, Survey Monkey and Key Survey.

Education

University of Kansas, William Allen White School of Journalism and Mass Communications

Bachelor of Science in Journalism, News and Information emphasis. Graduation date: May 2012

References

To protect the personal contact information of my references, please contact me and I'll happily provide it to you.

Portia Stewart

Owner

Mind Full Creatives

Jake Boeding

Lead Implementation Specialist

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Paul Cornish

Senior Vice President, Technology

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