

Kate Klimist

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SUMMARY

Digital Marketing Specialist and content creator with proven ability to drive organizational objectives through targeted marketing campaigns. Earned a Digital Marketing Certificate from Rice University to advance digital marketing skills. Self-start that thrives on the creative process and produces targeted, high quality content across multiple platforms. Proven ability to run innovative Social Media Ad Campaigns.

TECHNICAL SKILLS

SEO | Wordpress | Squarespace | Google Ads | Canva | Google Analytics | Google Workspace | Trello | Facebook | Instagram | LinkedIn | Twitter | Snapchat | TikTok | CMS | HTML | CSS | JavaScript | Content Marketing | PPC | Facebook Insights (CRMs) | MailChimp | Adobe Audition | Shopify | Microsoft Office Suite | Later | TikTok Ads Manager | TikTok Creator Marketplace | Miro | iMovie | Klaviyo | Linktree | Social Media Budget Allocation Planning |

EXPERIENCE

Dishaka LLC.; Houston, TX (Hybrid)

August 2022 - Present

Social Media and Marketing Associate

- Spearheaded launch and oversee management of Kronchis Social Media and develop strategies to ensure impactful creative and content for Dishaka snack brands
- Using a combination of ad campaigns, boosted posts and in-person product samplings in target markets, saw a 2650% growth in followers in Q4 of 2022
- Organize outreach to local community and attend festivals heavily attended by our target market to maximize product awareness and establishment of brand
- Design Simply 7 Instagram highlights and develop organic creative and copy using Canva that aligns with the brand's pillars
- Use budget dollars to establish brand specific spend plans and run various ad campaigns on Instagram and TikTok with a specific budget
 - Base ad creative and copy on analytics and past posting to ensure campaigns meet their goals and achieve peak brand awareness
 - Influencer outreach to gain partnerships from creatives through reviews and recipe ideas
- Write influencer/creator briefs and create influencer outreach plans along with customized product boxes to show brand voice
- Field inbound questions and complaints from customers to ensure authentic brand response
- Use Wordpress to update the Simply 7 website with new recipes

The Law Offices of Bernard T. Klimist; Victoria, TX (Remote)

January 2019 - Present

Social Media Manager

- Redesigned website, Facebook, and LinkedIn for the practice, creating an updated color scheme and logo fitting for the firm's distinguished reputation
- Serve as a liaison between client internet inquiries and the attorneys
 - Use knowledge of Wordpress and website design to reduce communication gap between attorneys and programmers
- Work with staff and associates on technology adoption to ensure firm operations in a changing landscape
 - Trained office to use Zoom, Webex, and other internet-based technologies in order to adjust working conditions to accommodate the Covid 19 pandemic
 - Assisted principal with virtual mediation coordination, e signature, and virtual office best practices

Podcast Host

August 2020 - December 2020

Served as the content creator, editor, and host of the "Texian Revue" podcast about Texas authors, Texas books, and Texas traditions. Created all the content by using Adobe Audition and constantly contacting authors and members of the community to share stories and their love of Texas.

EDUCATION

Digital Marketing Certificate - Rice University | 2021

An intensive 24-week certificate program dedicated to enhancing marketing strategies and technologies.

Bachelor of Arts in Theatre Arts (Cum Laude Graduate) - Pepperdine University Seaver College

- Selected to participate in the Edinburgh, Scotland Program at Royal Conservatoire of Scotland to develop/perform in an award winning play.
- Shortlisted for the Amnesty International Freedom of Expression Award and winner of a Fringe First Award.