

Katie Brunner

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Portfolio: <https://katelynbrunner.com/>

DATA-DRIVEN MARKETER

Marketer and strategist with 11 years' experience leveraging marketing platforms and omnichannel campaigns to cultivate cohesive digital ecosystems, increase brand awareness, generate leads, and ensure loyalty. Experience with national and global organizations involved in the healthcare, tourism, and higher education industries, among others.

Core competencies include making data- and industry-informed decisions to create marketing strategy that delivers measurable results; proficiency with marketing/web development platforms; and proven success with paid and organic marketing campaigns (utilizing design- and copy-based testing strategies).

Day-to-day tasks include creating and executing on marketing strategies, writing email copy/newsletters, web development (including the use of HTML/CSS), event organizing, and building advertising collateral (for paid and organic social and search). Educational credentials include an MA in English (focus in technical communication) and BA in English.

EXPERIENCE

Sept 2024- Present	BOSTON UNIVERSITY SARGENT COLLEGE , Boston MA Graduate Enrollment Marketing Administrator
	<ul style="list-style-type: none">• Strategizes for and executes data-driven enrollment efforts.• Supervises graduate student(s) working in tandem with graduate enrollment team.• Utilizes organic and paid campaigns; data/behavior analysis; email funnels; website upkeep and copy creation; enrollment CRM/CMS platforms; and more.• Manages several, simultaneous campaigns in real-time using various tracking methodologies.
Dec 2019- Sept 2024	BOSTON UNIVERSITY SARGENT COLLEGE , Boston MA Graduate Enrollment Marketing & Communications Specialist
	<ul style="list-style-type: none">• Responsible for the creation of and execution of graduate event, nurture, admitted student, enrolled student, and general marketing campaigns.• Wrote and published marketing copy and small articles.• Responsible for organization of graduate enrollment events.• Managed various application and administrative duties.
April 2019- Dec 2019	SIGMA MARKETING INSIGHTS , Boston MA Digital Marketing Specialist
	<ul style="list-style-type: none">• Agency providing actionable insights from organizations' existing data.• Designed, strategized for, and executed data-driven marketing campaigns.• Employed industry/organizational knowledge for the graphic design, copy creation, and deployment of each campaign (e.g., A/B tests).

- Utilized demographics and targeting; SEO/SEM strategies; CRM/CMS platforms; and more.

Sept 2017-
April 2019 **LOREM IPSUM, PROFESSIONAL SERVICES** (real name of the agency), Minneapolis, MN
Social Media Manager

- Independent ad agency providing marketing support and services to national and global companies.
- Managed CRM systems and a variety of other software (including CMS platforms) for multiple clients.
- Developed and implemented marketing campaigns, digital, social or otherwise.

April 2017-
August 2017 **UNIVERSITY OF ST. THOMAS**, St. Paul, MN
Copy Writer/Editor

- Private university.
- Created, edited and managed copy university wide.
- Managed Newsroom web pages through Wordpress and Drupal.

March 2016-
May 2017 **PATTERSON COMPANIES, INC**, Minneapolis, MN
Copy Editor

January 2016-
March 2016 **BEAVER'S POND PRESS**, Edina, MN
Marketing/Editing Intern

May 2014-
August 2014 **LIFEGUIDES/HARVARD INNOVATION LAB**, Cambridge, MA
Marketing/Copywriting Intern

EDUCATION

2016-2018 **UNIVERSITY OF ST. THOMAS**, St. Paul, MN
Master's Degree in English, Focus in Technical Communication
Thesis: *SUDEP: A rhetorical ecology of grief*

2011-2015 **BOSTON UNIVERSITY**, Boston MA
Bachelor's Degree in English

- Minor in Earth Science

PUBLICATIONS

- *Technical Communication Quarterly*
- *Computers and Composition*
- *365 Tomorrows*
- *Commuter Lit*
- *The Blotter Magazine*
- *Fiction Southeast*
- *Punk Noir Magazine*
- Epilepsy Foundation
- *Monologging*
 - Responsible for Twitter growth of 3,000

REFERENCES

Available upon request.