

KATIE TOOHIL

CONTENT STRATEGIST



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LOCATION:
Dallas, Texas

ABOUT ME

I develop and implement content strategies that provide a measurable impact to marketing teams. With a unique blend of creative and analytical thinking, I devise strategies to achieve sales and marketing goals while simultaneously driving brand recognition with compelling creative. A writer with 15 years of experience in content, I can provide on-brand messaging for B2B and B2C clients across a variety of channels.

EDUCATION

2002 - 2006

BACHELOR OF ARTS

Massachusetts College of Liberal Arts

North Adams, Massachusetts

Major: Fine & Performing Arts

Concentrations: Theatre & Arts Management

SOFTWARE

ADOBE CREATIVE CLOUD, JIRA, ASANA,

CONFLUENCE, OFFICE 360, SHAREPOINT,

SLACK, BASECAMP, WORKFRONT,

SQUARESPACE, WORDPRESS, ONTRAPORT

CONSTANT CONTACT, MAILCHIMP,

HUBSPOT, MAC AND PC.

WORK EXPERIENCE

May 2021 - Present

Pureinfluencer

CONTENT MARKETING DIRECTOR

Responsible for creating & implementing a marketing strategy, including website rewrite and redesign, creation of an email marketing strategy, developing a content plan and calendar including social media channels, blog posts, ebooks, articles, etc.

May 2019 - Present

Elead CRM / CDK Global

PRODUCT CONTENT MARKETER

At Elead, I am responsible for content strategy, writing, editing, maintaining the content calendar, managing the relationship with our PR team, coordinating communications between departments and contributing to team lead generation goals. My projects include creating content for web, email marketing, social media, lead gen content downloads, SEO-friendly blogs and print articles.

Key statistics

40% YOY increase in website conversions

93.7% decrease in bounce rate

77% increase in page views

15% increase in leads from Paid Advertising and Social Media downloads

64% increase in downloads of thought leadership content

52% increase in 3rd party blog referrals

973% YOY increase in leads from email marketing (not a typo)

153% increase in email leads from existing customers

February 2015 - May 2019

Ziosk

COPYWRITER

Worked closely with client, development and product teams to create messaging for tabletop tablets, marketing collateral, web and print. Collaborated with marketing & data teams to develop successful content strategy & messaging. Presented solutions to clients and internal stakeholders. Worked with team members to ensure consistent quality across team deliverables.

Clients included: Disney, Apple, Google, Samsung, Discover, Time Inc, Chili's, Olive Garden, Red Robin, Uno's, Dos Equis, Plenti, and many more.

Jan 2008 - Present

Self

FREELANCE MARKETING & CONTENT CONSULTANT

Work with clients to identify pain points and create elegant solutions to meet their needs. Create messaging and creative solutions for mobile, web and print. Manage freelancers to develop creative. Create and implement email marketing campaigns and automations.