

KATELYN BAUGHAN

MARKETING MANAGER

CONTACT

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SOCIAL MEDIA

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CERTIFICATIONS

**CERTIFICATE, DIGITAL
MARKETING**

GEORGETOWN UNIVERSITY

**CERTIFICATE, INBOUND
MARKETING**

HUBSPOT ACADEMY

**CERTIFICATE, ADVANCED GOOGLE
ANALYTICS**

CONSULTING EXPERIENCE

MARKETING CONSULTANT

NATIONAL GEOGRAPHIC CHANNEL

- Manage marketing and PR campaigns to promote network programs from ideation to execution.

FEDERAL REALTY INVESTMENT TRUST

- Assessed current marketing landscape for 7 retail real estate properties and developed a strategy to increase ROI.

PROOF STRATEGIES

- Produced social content, advertisements, and web strategy for nonprofit client campaigns.

CENTER FOR HEALTH AND GENDER EQUITY

- Analyzed current email marketing strategy and made recommendations to increase open and click-through rates.
- Provided a CRM migration strategy that included segmentation, an email series, and email best practices. Overall implementation resulted in a 19% increase in click-through rates.

FULL-TIME WORK EXPERIENCE

DIGITAL MEDIA MANAGER

THE CHILDREN'S INN AT NIH | JUL 2015 - MAY 2018

- Developed email marketing strategy, including an automated welcome series, resulting in a 40% open rate, 7.3% click-through rate, and 14% gave a second time over a six-month period from when we received their first gift.
- Spearheaded annual #GivingTuesday integrated marketing campaign, raising a total of \$56,000.

ONLINE COMMUNICATIONS COORDINATOR

THE CHILDREN'S INN AT NIH | JUL 2014 - JUL 2015

- Led a complete website redesign and CRM implementation, resulting in a 23% increase in traffic and 26% growth in online gifts.
Responsible for managing, analyzing, reporting, and execution of all digital marketing including web, SEO, social media, video, email, and blog content.

VOLUNTEER AND COMMUNITY OUTREACH COORDINATOR

THE CHILDREN'S INN AT NIH | SEP 2013 - JUL 2014

- Managed volunteer schedules and regular email communications.
- Headed all in-kind donations and organized community outreach initiatives.

MARKETING COORDINATOR

DATAPRISE | APR 2012 - JUL 2013

- Maintained 100% of weekly consistency of copywriting for website, collateral, e-newsletter, email communications, press releases, and the CEO Blog.
- Increased social media presence by tripling the number of followers.
- Assisted with a website redesign and SEO strategy.

EDUCATION

BACHELOR OF ARTS, COMMUNICATION

UNIVERSITY OF MARYLAND | 2007 - 2010

SKILLS

- Social media strategy
- Inbound marketing
- Web content development
- Copywriting
- SEO
- Nonprofit blogging
- Project management
- Facebook advertising
- Fundraising
- Landing page strategy
- Email automation & strategy
- Google Analytics
- CMS management
- CRM strategy
- Content marketing

TECH

- CRM: Salsa Labs, EveryAction, Kindful, Blackbaud Luminare
- All social media platforms
- HubSpot
- Google Analytics
- Google grants
- Wordpress & Drupal
- HTML
- Blackbaud Luminare
- Cision
- Adobe Photoshop & InDesign
- Slack
- Teamwork
- Hootsuite, Sprout Social, mention, Meltwater