

KATE SHEPHERD

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PROFILE

Senior project manager and marketing communication strategist skilled at managing content and leading creative teams on multiple high-level assignments in deadline-driven environments.

SKILLS

Account management – supporting clients' needs in a responsive, efficient and proactive manner.

Content development – creating and editing B2B and B2C marketing communications in digital and traditional print mediums including websites, blogs, newsletters, magazines and promotional email campaigns.

Project management – prioritizing, planning and directing short- and long-term marketing initiatives to ensure objectives are met with the highest possible quality and within the mandated budget parameters.

Resource and production management – selecting both internal and external work teams, setting goals and leading colleagues to ensure successful project completion.

Website management and production – managing websites from planning to launch, and overseeing daily and ongoing content strategies.

WORK HISTORY

Associate Director, Content, Northlich/Forza Marketing

Serve as managing editor for agency's largest, most-profitable client, LoyaltyOne, and its thought-leadership publication, COLLOQUY, on the principals and practices of loyalty marketing.

COLLOQUY's audience includes more than 50,000 high-level marketing executives. In addition to creating daily content for the COLLOQUY website, in 2016, I produced 50 weekly email newsletters, four 36-page magazines, several research reports and presentation decks for six webcasts.

Responsibilities:

- Supervise the day-to-day operations of the publications and lead weekly client status and editorial meetings, offering story and research ideas.
 - Manage the editorial calendar, content development, digital and print production, distribution, budget and promotion.
 - Source, direct, oversee writers, designers and technical support.
 - Lead client marketing partner program including identifying partnership opportunities, negotiating contracts and fulfilling obligations,
- such as ghost writing, advertising and email campaigns and hosting webcasts.
- Liaison between client and agency on the production of presentations and special projects, such as sales collateral and content from subject matter experts used for reports, blogs and webinars.
 - Maintain comprehensive knowledge of client's business to anticipate marketing opportunities and participate in planning and strategy sessions for initiatives including marketing, editorial brainstorming and cross-departmental planning.

Account Manager and Copywriter, Frequency Marketing, Inc.

Serve primarily as liaison between multimillion dollar hotel client, Sheraton Corporation, and agency's 75-person customer-service department including correspondence, telemarketing and customer reward fulfillment.

Responsibilities:

- Establish and administer quality control measures and training procedures.
- Work with client and agency's internal IT department to develop a flexible messaging system for targeted customer communications.
- Develop copy for client-to-customer marketing communications, including direct mail, sales collateral, point-of-sale materials and custom newsletters.

Other clients:

- Cracker Barrel Old Country Stores
- Eddie Bauer
- Buick Motor Co.
- Prudential Insurance Co.
- Verizon (NYNEX)
- Bank One
- AT&T Global Information Solutions (NCR)

Freelance

Provide publishing services including writing, copyediting, proofreading and indexing.

Publications:

- Trade and text books
- Ancillaries
- Test banks
- Study/video discussion aids
- User guides
- Blogs
- Newsletters
- Websites

Clients:

- Hyde Park Publishing Services
- Catalyst Direct
- Elsevier/Anderson Publishing
- Pearson Education
- Custom Editorial Publishing
- Cengage Learning
- McGraw-Hill Education
- Houghton Mifflin Harcourt
- SAGE Publications

EDUCATION, TRAINING, AFFILIATIONS

Bachelor of Arts, Communication,
University of Cincinnati

Franklin Time Management Seminar

Zenger-Milles Management Skills Training

Creating Thinking Seminar

Organizational Communications Training

American Society for Indexing

Direct Marketing Association

Public Relations Society of America