

Katelyn Soult

319.213.4567
katelyn@illuminateddev.com
katelynsoult.com
@katelynsoult

Education

**Bachelor of Arts,
Journalism and Mass Communication**
Magazine Journalism
Marketing and psychology minors
Drake University | Des Moines, Iowa
Graduated: May 2014

Skills

Copywriting
Content marketing
Copy editing
Blogging
AP Style
Social media management
Analytics measurement
Project management
Website design
Email marketing
Facebook advertising
Marketing strategy development
Search engine optimization (SEO)
Adobe InDesign and Illustrator

Involvement

American Marketing Association member
AMA NOVA Awards social media volunteer
Waukee and West Des Moines Chamber of
Commerce member
Drake University 2013-14 Meredith apprentice

View my portfolio at
katelynsoult.com

Experience

Director of Marketing | Illuminated Development

May 2016 - Present

- Manage client relationships
- Oversee internal marketing and design teams
- Strategize and implement website design, social media management, copywriting, email marketing, and graphic design services for clients

Freelance Writer | Meredith Corporation

June 2016 - Present

- Assist with publication research and fact checking
- Craft stories for *Before & After Kitchens and Baths*

May 2014 - October 2015

- Researched, fact checked, and wrote content for *Storage, Do It Yourself, Cottage Style* and *Parenting.com*

Staff Writer | Meredith Corporation

October 2015 - May 2016

- Managed *Diabetic Living* digital outreach: website, social media, and email newsletters
- Tracked digital analytics and optimized content for SEO
- Developed and edited print and digital stories

Branding & Strategy Consultant | Illuminated Development

June 2015 - May 2016

- Led digital branding strategy and execution for clients
- Worked on website design, blog management, social media management, email marketing, and copywriting

Public Relations Coordinator | Two Rivers Marketing

September 2014 - October 2015

- Managed social media content creation and moderation processes for B2B manufacturing clients
- Created social media plans, strategized channel objectives, and tracked reporting measurement

Editorial Apprentice, Editorial Intern | Meredith Corporation

November 2012- May 2014

- Crafted stories for *Storage, Secrets of Getting Organized, Flea Market Style*, and *American Patchwork & Quilting*
- Assisted with and produced photo shoots in studio