

Susannah Cate

Creative marketing professional with expertise writing and visualizing compelling content for social media, email, web, and video scripts. Equipped with experience and drive to support innovative marketing efforts, championing brand identity.

CONTACT

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EDUCATION

DAVIDSON COLLEGE

- Bachelor of Arts *magna cum laude*, Major in English, Minor in Film and Media Studies, 2020
- Phi Beta Kappa; selected as an Abbotts Honors English Scholar

LEADERSHIP / HONORS

JURIED RUNNER-UP, ORIGINAL SHORT FICTION CATEGORY

America: Color It In
National Writing Contest

CO-DIRECTOR OF CONTENT

'Cats Stats, Aug. 2018 - Dec. 2019

- Developed content for website highlighting original work by members of the student-run sports analytics program.

FILM REVIEWER & EDITOR

Libertas Magazine, Aug. 2018 - Dec. 2019

- Wrote film reviews for literary magazine; selected and edited submissions.

DIVISION I STUDENT ATHLETE

Davidson Women's Cross Country & Track, Aug. 2016 - Dec. 2019

- Competed as a three-season athlete within the Atlantic 10 Conference and at NCAA Regionals.

EXPERIENCE

COPYWRITER AND PROJECT COORDINATOR

Kickstand Studio, Columbia, SC

Feb. 2021 - Present

- Craft social, email, web copy, and video scripts; post regularly to Facebook, Instagram, and LinkedIn for 10 local companies in an array of industries, including architecture firms, financial advisors, and interior designers.
- Plan, coordinate, and execute weekly and monthly photo shoots to create compelling marketing content for social media clients.
- Photograph and film events and treat portraits with Photoshop.

MARKETING ASSISTANT AND COPYWRITER

Coulter Web Pros/Fit Pros Connect, Columbia, SC

Sept. 2020 - Jan. 2021

- Wrote website copy, led email marketing campaigns, and social media posts; generated audience growth and increased business.
- Produced instructional videos and graphics; guided workshop participants through logistical issues.

PRODUCER'S DEPARTMENT INTERN

NFL Films, Mt. Laurel, NJ

Feb. 2020 - May 2020

- Conducted research for NFL Films documentary-style show "A Football Life;" reported to 5 producers.
- Trained on Media Composer and used software to edit highlight reels with original script for draft prospects.

PRODUCTION INTERN

Radiant Productions, Los Angeles, CA

June 2019 - Aug. 2019

- Script coverage for pilot samples, available pilots, and screenplays for director Wolfgang Petersen's production company.
- Maintain contacts and connections with potential directors for screenplays in development.
- Managed phone lines, faxes, copier, and important deliveries to business manager.

SKILLS

DSLR

Lightroom

Photoshop

Premiere Pro

InDesign

Media Composer

MS Word

Excel

PowerPoint

Squarespace

Mailchimp

Canva

Social Media

Script Coverage

Copywriting