



KIT REAUX

PORTLAND, OREGON

337.344.5559

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CONTENT MARKETING STRATEGIST

Brand Strategy • Content Creation • Storytelling

Extroverted, highly-accomplished Content Marketing Strategist with 9+ years of demonstrated success creating and implementing strategic communication plans.

Skilled in writing engaging content for industries including energy, tourism, food, CBD, logistics, medical, pet care, and tech.

Proven track record incorporating new technology, streamlining operations, increasing community engagement and building relationships with local media, community partners and industry leaders.

Special expertise in converting complex, industry-specific concepts into digestible content



PROFESSIONAL EXPERIENCE

KINSHIP, A DIVISION OF MARS PETCARE

JULY 2022 - Present

CONTENT STRATEGIST

Lead content strategy for Kinship's newest product — GoodFriend, an up-and-coming pet care platform designed to connect pet parents and pros.

- Researched and collaborated with industry experts and key stakeholders to develop a strategic content plan for the platform's launch
- Created and curated a robust content library featuring SEO optimized B2B & B2C blogs, expert interviews, and partnership articles
- Leveraged the audiences of established Kinship brands (Wisdom Panel & Whistle) to maximize reach and conversions for new product
- Established key partnerships with over a dozen pet care professionals while exhibiting at SuperZoo, the world's largest pet retail expo

RALLY MARKETING

April 2021 - Jul 2022

CONTENT MARKETING STRATEGIST

Excelled as a core content writer and strategist for a boutique digital marketing agency specializing in email automation, social media, brand strategy and narrative branding.

- Wrote engaging copy for social media, blogs, emails, press releases and print materials
- Utilized BrandScript framework to create narrative branding for clients to clarify messaging and optimize engagement
- Researched, developed and presented digital strategies to clients

LAFAYETTE CONSOLIDATED GOVERNMENT

Nov 2018 - Jan 2021

SENIOR COMMUNICATIONS SPECIALIST

Planned, developed, as well as implemented comprehensive city-wide communication for the City and Parish of Lafayette with a primary focus on making government services more accessible to its citizens. Core responsibilities: public relations, internal and external outreach, media relations, developing and promoting programs, initiatives and events.

JUNIOR LEAGUE OF LAFAYETTE

Mar 2015 - Nov 2018

COMMUNICATIONS ASSISTANT

Sole full-time employee for Junior League's Lafayette chapter consisting of over 650 volunteers. Directed headquarter operations, streamlined business practices supported member needs and was essential to the planning and execution of JLL's largest event "Tinsel & Treasures" attended annually by up to 10,000 holiday shoppers. Expanded role to include design and brand management during the JLL's rebranding.

SPEAKEASY DESIGN & SOCIAL MEDIA

Aug 2014 - Nov 2018

DESIGNER & SOCIAL MEDIA MANAGER

Freelance designer providing affordable design, social media and consulting services to local businesses. Oversaw all social media activities including scheduling updates, sharing content and engaging with followers on relevant social platforms.

BBR CREATIVE

Jan 2014 - Aug 2014

ACCOUNT SERVICES & DIGITAL MARKETING INTERN

Involved in all aspects of account management and social media services for nationally-recognized female-owned creative agency.



EDUCATION

UNIVERSITY OF LOUISIANA AT LAFAYETTE

Aug 2010 - Dec 2014

Bachelor's Degree in Mass Communication: Media Marketing

Honors: Cum Laude