

Kate Reardon

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PROFESSIONAL EXPERIENCE

Udacity *October 2020 - Present*

Copywriter

- Built and spearheaded a new brand voice as the longest-tenured copywriter on the creative team.
- Developed copy for a widely successful Ipsos report and surrounding campaign assets, emphasizing the need for radical digital talent growth in order to lead in today's tech-driven environment.
- Launched countless Nanodegree programs and scholarships by creating assets for landing pages, social posts, and email series.
- Established a new, more streamlined process for Nanodegree program launches to minimize back-and-forth with stakeholders.

Vidsig *August 2020 - June 2021*

Freelance Copywriter

- Performed total overhaul of organic social to bring new life to the brand.
- Owned content calendar for VIDSIG Instagram account.
- Collaborated with the CEO of the company on overall brand ideas.
- Made regular contact with clients and cross-functional teams for several simultaneous projects.

Hero Digital, LLC *October 2018 - July 2020*

Copywriter

- Created content such as emails, social, and landing pages for financial institutions like U.S. Bank and Green Dot.
- Collaborated with art directors to create a video for one of our tech clients that was unveiled on stage at RSA Conference 2020.
- Acted quickly to produce a downloadable eBook for a tech client at the beginning of the Covid-19 crisis.
- Launched a campaign from start to finish for a new credit card for one of our financial service clients.

Etna Interactive *September 2017 - September 2018*

Junior Copywriter

- Maintained regular blogs for several clients at once.
- A/B tested pay-per-click advertisements, constantly tweaking to achieve better results.
- Wrote landing pages and other digital content for plastic surgeons, medical spas, dermatologists, and optometrists around the world.

Eleven, Inc. *June 2016 - September 2016*

Summer Intern

- Generated organic social posts on Instagram, Facebook, and Twitter for a number of clients.
- Developed a television commercial for Dignity Health's Hello HumanKindness campaign that ran for months.

EDUCATION

California Polytechnic State University *September 2014 - June 2017*

BA English and Literature

- Completed 4-year program 1 full year ahead of schedule.
- Tutored over 100 peers in writing and communication courses.
- Executed school slogan "Learn by Doing" by landing an internship for what would have been my fourth year.
- Earned a spot on the Dean's List for several quarters.