

# Katie Wingfield

Copywriter

Paso Robles, CA

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## Experience

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### Etna Interactive | Copywriter

*Feb 2019 - Current, San Luis Obispo, CA (Remote)*

- Authored high volumes of SEO content, including blogs, PPC ads, and landing pages, for 100+ aesthetics-industry clients.
- Conceptualized, developed, and presented dynamic copy concepts for multi-channel marketing campaigns.
- Spearheaded internal revamp of blog content productization.
- Collaborated across departments to design and build high-performing websites rich in brand storytelling.
- Contributed to an average ROI of 10:1 for first-year clients.

### TigerBeat Magazine | Associate Content Producer

*May 2014 - May 2018, Glendale, CA*

- Led West Coast operations and served as PR point of contact.
- Conducted talent interviews and produced written and video coverage for website and bimonthly print issues.
- Created and promoted daily listicles, quizzes, and articles for a Gen-Z audience of 500,000 monthly readers.
- Filmed, edited, and published videos totaling 10+ million views with Final Cut Pro and Adobe Premiere.

**Just Jared, Inc.** | Editor | *Nov 2015 - Jun 2016 | Beverly Hills, CA*

**Team Fangirl** | Content Creator | *Feb 2015 - Feb 2016 | Norman, OK*

**College Lifestyles** | Editorial Intern | *Dec 2013 - Apr 2014 | Norman, OK*

**Uloop News** | Campus Editor | *Aug 2012 - Aug 2013 | Norman, OK*

**Paso Robles Press** | News Intern | *May 2012 - Aug 2012 | Paso Robles, CA*

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## Education

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**University of Oklahoma** | Bachelor of Arts in Journalism (Broadcast & Electronic Media) | *Focus in Digital Storytelling, Minor in Gender Studies*

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## Awards

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**Best of Festival** | Broadcast Education Association

**Most Creative & Audience Favorite** | RedBud Film Festival

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## Skills

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Search Engine Optimization (SEO) | Web Content Copywriting | Blogging | AP Style | Keyword Research | Creative Collaboration | SEMRush | WordPress | Google Analytics | Final Cut | Adobe Premiere