

KATIE HAGER

EDITOR / CONTENT CREATOR / SOCIAL MEDIA MANAGER

CONTACT

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- Louisville, KY, USA

SKILLS

Content Creation
Copywriting and Editing
Photography, Graphic Design, Video
Analytics and SEO

EDUCATION

English and the Allied Language Arts
Western Kentucky University
2006 - 2009
English, literature, copywriting, editing, prose, poetry, antique and modern works.

Photographic Imagery
the Art Institutes of Nashville
2010 - 2012
Digital and film, videography, graphic design, editing, capturing, and managing.

PLATFORMS

Instagram & Facebook
TikTok
Youtube
Wordpress, Wix, Squarespace, & Tumblr
Discord

PROFILE

Katie Hager's unique combination of technical expertise, creative abilities, and experience managing both news specialists and projects make her an ideal person to help a team thrive. She has been associated as a full-time copy editor, designer, and journalist with USA Today, and a social media and community manager at Papa John's International, Geek Squad, and Best Buy's corporate divisions. Prior to these, she has been working as a journalist, photo and video editor, photographer, and graphic designer for several local businesses throughout Kentucky.

WORK EXPERIENCE

Marketing Content Manager

CLASS VALUATION 2022 - Present

- Manages all aspects of social media and including executive video content ideation
- Develops articles, manages video editing, creates content, and writes copy
- Creates content for corporate marketing collateral, website/blog/social media, PR and other initiatives
- Responsible for design and art direction and graphic designing
- Manages Pardot and Salesforce email design, and development
- Defines, leads, and delivers the planning, development, production, and implementation of all marketing, public relations, and communications strategies which includes social media, print and digital content, email marketing, all marketing publications, collateral, communication material, and social media initiatives
- Creates sales-ready tools, including market-facing presentation content to be used by Sales to highlight benefits of our services to our clients

Copy Editor, Page Designer, Content Manager

USA TODAY | GANNETT 2019 -2022t

- Layout and design news pages for a variety of community and metro newspaper publications
- Complete a steady stream of assigned pages on a deadline
- Read and rewrite headlines to fit the tone of a story and enhance the design of a page
- Collaborate with designated editors from Gannett newsrooms to execute a publication's design plan utilizing Gannett's design style
- Keep publications error-free
- Work with a small team of designers to ensure the effective production and dissemination of our newspapers
- Copy edit (contingent upon newspaper's needs)
- Proofread pages as assigned, assisting designated proofreaders
- Create content for social media platforms, including graphics, short and long form videos, and breaking news updates
- Manage a team of 30 designers and copy editors that create daily and weekly publications

KATIE HAGER

EDITOR / CONTENT CREATOR / SOCIAL MEDIA MANAGER

REFERENCES

Kelly Carter

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"Do the best you can until you know better. Then when you know better, do better."

— Maya Angelou

ADDITIONAL WORK EXPERIENCE

Executive Editor

THE MEADE COUNTY MESSENGER

2017 - 2018

- Manage and produce news to present information with accuracy, flow, and within time frame
- Design innovative and unique solutions to optimize routine news coverage
- Monitor and use multimedia, nonlinear and alternative storytelling strategies to widen readership base
- Manage and edit contents to cater to readers' requirement and provide detailed information for same
- Prepare work schedule and deadlines, encouraging team members to meet targets to facilitate timely publication
- Design and implement coverage strategies to facilitate wide coverage of all issues and news
- Evaluate all news for authenticity and check with sources to ensure correctness of published article to avoid conflicts
- Collaborate with reporters, editors and photojournalists and anchors to facilitate efficient news coverage to strengthen company's position in media market

Social Media Manager

PAPA JOHN'S INTERNATIONAL

2016 - 2017

- Proactively monitor Facebook, Twitter and other social media channels for customer questions, praise, feedback, and concerns (Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.)
- Work within social media management tool to identify, tag, respond and triage issues
- Engage with customers on social media sites with appropriate responses based on company policies
- Develop a friendly rapport with customers, often in 280 characters or less
- Adhere to appropriate service-level agreements (SLAs) around response time and resolution.
- Monitor and track negative posts and respond appropriately; assess the customers concerns and provide the correct information to rectify the issue
- Interfacing with legal, PR, HR and other departments
- Create engaging content posts that will encourage customers to opt-in to latest products and trends; grow audience during season peaks (US football, collegiate sports, etc.)

Media Production Specialist

GEEK SQUAD | BEST BUY

2013 - 2014

- Coordinate, plan, product and direct internal media programs for educational and information purposes.
- Write scripts, select locations, build sets, choose props and model as needed.
- Sequence and edit work, write narrations and determine titles, animation and music.
- Maintain internal communications aspects of website.
- Write, edit and update coding for both applications and website.
- Graphic design and content creation, especially around the 20th Anniversary celebration of the company
- Social media management of a variety of platforms, focusing on videography and photography