

Katherine Rogers

Salt Lake City, UT

Contact

(801) 599-0716

katmr8@gmail.com

KatherineRogersWrites.Weebly.com

Key Skills

Well-versed in AP style

Experienced with several work management programs (Asana, Basecamp, Teams)

Proficient in both Microsoft and Google Suites

Experienced with InDesign

Deadline oriented

Organized

Open to feedback

Education

September 2017 – December 2019

University of Utah • Salt Lake City, Utah • **Bachelor of Arts**

in Communications

Related Courses:

News Writing

Voices of Utah

Media Ethics

Mass Communication Law

Senior Project: My senior year

I was able to participate in

[Voices of Utah](#), a class focused

on beat reporting. I had the

opportunity to work on three

different in-depth stories that

were about issues facing the

Latinx community.

Experience

October 2022 – January 2023

Copywriter • Content • Wiper Agency

Duties:

- Researched social media trends to speak to clients' niche audiences
- Wrote direct responses to interactions on clients' different channels
- Collaborated with clients and team members to develop monthly content

September 2022 – December 2022

Team Member • General Merchandise • Target

Duties:

- Organized and maintained merchandise on the floor and backroom
- Assisted guests in finding and purchasing merchandise
- Drove sales with product knowledge and guest engagement

April 2022 – October 2022

Freelance Writer

Duties:

- Created long and short form content for niche brands and markets
- Researched keywords to maintain brand and SEO relevancy
- Collaborated with clients to create content within brand voice and style

June 2021 – April 2022

Copywriter • Marketing • Walker Tape Co.

Duties:

- Curated and wrote long-form content for three distinct, niche brands to showcase product effectiveness in specific markets
- Collaborated with internal stakeholders to determine monthly content strategy
- Composed social media captions for eleven social channels

February 2020 – June 2021

Content Writer • Lead • Avant8

Duties:

- Researched high-value, relevant keywords, social media caption best practices, and industry trends to speak to audience needs for 15 different clients
- Wrote over 15,000 words a month on a variety of topics
- Created interesting and in-depth copy for client websites

September 2018 – February 2020

Intern & Distribution • Manager • Catalyst Magazine

Duties:

- Collaborated with drivers to complete the successful delivery of hundreds of magazines a month
- Wrote in-depth articles about events throughout the Salt Lake Valley for publication in print and online
- Managed the magazine's event calendar, finding events that would be of interest to the readership