

Katrina Strathearn

CONTENT WRITER &
STRATEGIST



PERSONAL BACKGROUND

A seasoned content writer and strategist with an international perspective gained from working in Australia, the UK and the US for B2B, B2C and not-for-profit organisations.

CONTACT DETAILS

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ACHIEVEMENTS

- Wrote articles that have appeared in lifestyle and bridal magazines, Human Resources and business publications in the UK.
- Transformed the University of Surrey's 2015 Annual Review from a traditional printed publication into a multi-channel, digitally focused campaign that exceeded all social media interaction targets.
- Researched and wrote the University of Surrey's 50th Anniversary commemorative publication *Book of Wonder* in 2016, completing over 50 interviews with researchers, academics and alumni, sourcing images and liaising with graphic design and film production agencies.
- Developed and executed the launch strategy for the Amazon best-selling book *5 Conversations: How to transform trust, engagement and performance at work*. This encompassed writing and producing landing pages, social media posts, promotional tools, email marketing and feature pieces for the media.
- Managed the London Science Museum's internal and external stakeholders (including IMAX) to produce 8 promotional videos for a new digital signage system on time and to budget. Included copywriting for video captions.

CAREER

Marketing Manager

Roubler

July 2018 - July 2019

I was tasked with setting and executing the marketing strategy for the Roubler SaaS offering in Australia, Singapore and South Africa. This included:

- Writing and publishing fresh, SEO-optimised, locally-relevant content and blogs for the Roubler website, including a full copy overhaul in July 2019.
- Social media engagement via Twitter, LinkedIn and Facebook using curated and owned content.
- Project managing the production of customer story videos to demonstrate the real value of the Roubler platform.
- Writing display and search ads for highly-focused PPC campaigns.
- Designing, writing and managing automated, email lead nurture campaigns to address very specific customer challenges.
- Providing the sales team with localised, benefits driven sales collateral.
- Writing resources & lead magnets such as e-books and guides to engage prospects.

Owner / Content Writer

Veracity Content

March 2016 - Present

I manage a freelance business that offers clients:

- an end-to-end service covering content planning, writing, editing and proofreading;
- creative copywriting for in-house magazines, blogs, press releases, feature articles, thought leadership articles, websites and social media; and
- project management, research, writing and editing of corporate documents including annual reports and employee guides.

Clients: University of Surrey, The Oxford Group, Thomas Pink, Alexandra Wood Bespoke Tailoring, Roubler, Away with the Moon design, Yoga Quota

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CORE STRENGTHS

Content planning
Content writing
Interviewing
Managing diverse stakeholders
Writing to specific tone of voice guidelines
Content Marketing Project Management

EDUCATION

- 2016 E-Marketeers: Digital Content Strategy
- 2016 Society for Editors & Proofreaders (SfEP):
Copy-Editing 1
- 2016 Society for Editors & Proofreaders (SfEP):
Proofreading 1 & 2
- 2016 Institute of Direct & Digital Marketing
(IDM): Award in Digital Copywriting
- 2015 Institute of Direct & Digital Marketing
(IDM): Copywriting Masterclass
- 2015 London School of Journalism: Lifestyle
Journalism Course
- 2008 Queensland University of Technology
(QUT), Australia: Post Grad Cert. Public
Relations
- 2004 Griffith University, Australia: Bachelor of
Business – Leisure Management

CAREER

Marketing Project Officer (Contract)

University of Surrey
July 2015 - March 2016

- Managed a number of high-profile student campaigns, including the National Student Survey and Welcome Week. This included preparing written content for web, digital advertising, outdoor and email.
- Project managed the 2015 Annual Review as new multi-channel, digitally focused campaign. I lead the project team, created the content plan and liaised with over 50 stakeholders to source content.

Campaigns Officer (Contract)

University of Surrey
March 2015 - July 2015

- Contributed to the student recruitment strategy via the coordination of live 'Chat Shows' at student open days, email campaigns, digital and print advertising campaigns and content production (print and video).
- Wrote detailed briefs for the in-house film, design and web teams and liaised across stakeholders from multiple faculties and international offices on marketing requirements.

Marketing Manager

The Oxford Group (Management Training & Talent Strategy Consultants)
August 2013 - December 2014

- Led a team to deploy the client engagement and acquisition strategy for Europe, the USA and Hong Kong.
- Undertook all copywriting, content planning, social media management and campaign planning.
- Revitalised the organisation's content marketing strategy to place lead capture and nurture at its heart via re-purposed assets (whitepapers, blogs, SlideShare presentations, guides, FAQs, webinars), new content including a new blog, and an automated email nurture programme.
- Led the redevelopment of the business' website covering project management, site architecture, re-writing of content to improve SEO, and collaborated on user experience and visual design.
- Developed and executed the launch strategy for the book *5 Conversations: How to transform trust, engagement and performance at work*.

Marketing Executive UK & US (Maternity Leave Contract)

XpertHR (a Reed Business Information online product)
January 2012 - July 2013

- Generated new leads by planning, writing and executing timely and targeted online content campaigns that combined social media, banner and PPC advertising, live webinars and email marketing.
- Optimised XpertHR UK's brand presence on partner sites to reach new prospects via content marketing, a new membership program and an email-based lead nurture program.
- Wrote effective printed marketing tools to support sales teams.
- Planned and wrote content for an online support center for XpertHR US's law firm partners containing resources to leverage their partnership.
- Coordinated the successful launch of the XpertHR US brand at the USA's largest HR conference, SHRM 2012, including a social media strategy, emails and suite of sales collateral to leverage participation at the event.

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REFERENCES

"Katrina is a great asset to any business. She strikes a balance of being highly creative, incredibly organised and commercial in outlook.

During her time with us she produced some fantastic, innovative content led campaigns (across a variety of mediums) that we will use for years to come. I can't recommend her highly enough!"

- Jo Pinson, Head of Marketing & Campaigns,
University of Surrey

"Katrina has been a fantastic find! She was recommended via a Facebook community and I can't say enough about her.

She tapped into our 'voice and style', is incredibly well organised and is always on the ball with changes within the blogging world.

I would highly recommend!"

- Alexandra Wood, Savile Row Tailor & Owner
of Alexandra Wood Bespoke

CAREER

Senior Marketing Executive (Contract)

Science Museum, London
June 2011 - October 2011

- Executed off-line campaigns to drive visitation to the Museum and enhance customer experience, including copywriting and media buying.
- Worked with internal and external stakeholders, including IMAX, on producing promotional video content for a major digital signage project. This included managing a government tender process.
- Developed new third-party ticketing promotions (National Rail 2-for-1) for the Red Arrows 3D and Legend of Apollo 4D cinema experiences.
- Managed creative development of branding, print materials and Facebook advertising for the Museum's PLAYER Live Gaming Festival, attracting over 2,000 visitors (included copywriting).

Project Officer (10 week long service leave cover)

Science Museum, London
April 2011 - June 2011

Marketing Officer

The Workshops Rail Museum (Queensland Museum)
March 2007 - March 2011

- Wrote and produced offline communications including a quarterly membership magazine, direct mail campaigns, print and outdoor advertising campaigns.
- Wrote press releases and managed public relations and media activities. My press releases were often printed verbatim in Brisbane and Ipswich publications and secured an average \$60K per event in publicity.
- Created written content to support the Museum's web and social media presence.
- Executed multi-channel event and tourism-based campaigns to drive attendance, balancing branding requirements for partners including HIT (Thomas the Tank Engine), Translink and Virgin Holidays.
- Developed TWRM's e-news program from inception, increasing the database by 200% over 18 months through improved content, direct mail campaigns, on-site promotions and industry partnerships.

Marketing & Administration Coordinator

P4 Group (Marketing & PR Agency)
August 2005 - February 2007

- Undertook office administration duties and assisted in preparing and editing sponsorship proposals, presentations and communication strategies for clients such as Warner Brothers and Suncorp
- Assisted in events management for the Brisbane International Film Festival.

Events Management Placement

Queensland Conservatorium of Music (Griffith University)
October 2003 - December 2004

Managed the promotion and staging of the sell-out 2003 & 2004 Conservatorium Choral Spectacular, the Simply Sondheim musical theatre concert, Alumni in Action and Confluence World Music concert series.