

# 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.