

KATHRYN (KATY) SPUTO

RELEVANT EXPERIENCE

Forward Momentum Sales & Marketing, Winter Garden, FL August 2019- Present

Owner and Freelance Consultant

- Provide creative marketing and sales solutions for small businesses and non-profit organizations including digital marketing development, content calendars, copywriting, content creation (blogs, video, emails), and ad design.
- Create and execute public relations services including press releases and company brand guideline development.
- Website development on WordPress platform including domain set-up and transfer, web hosting, and page design.

Avant (acquired Zero Financial, Inc. in April 2021), Chicago, IL (Remote) August 2020- August 2022

Marketing Copywriter (Jan 2022- Aug 2022), Marketing and Social Media Analyst (Aug 2020- Dec 2021)

- Spearheaded and created compelling content for the company blog, social media, newsletters, emails, and website.
- Developed and maintained monthly organic social media calendar for Facebook, Instagram, Twitter, and LinkedIn.
- Created and managed marketing campaigns in Braze, including emails, iOS and Android pushes, and in-app inbox tiles.
- Managed public relations efforts including writing press releases, media outlet networking, and competitive research.
- Collaborated with cross-channel partners to develop social media strategies focusing on increasing engagement.
- Monitored analytics, conducted SEO research, and measured KPI's for social media and marketing campaigns.

Walt Disney World Resort, Lake Buena Vista, FL January 2019- June 2019

Group Lead Management Professional Intern

- Engaged with guests on over 100 weekly sales leads incoming via email, RFPs, chat, and phone call.
- Utilized discovery questions to provide customer support, create qualified leads, and input data into CRM software.

Deckers Brands, Goleta, CA (Remote) January 2016- November 2018

HOKA Field Marketing Representative, Mid-Atlantic (Jan 2016- Jan 2018) and Florida (Jan 2018- Nov 2018)

- Managed and maintained strong relationships with over 175 accounts across two territories and worked with territory sales managers to exceed company territory sales goals and KPIs for three years.
- Built relationships and managed logistics for local ambassadors through events, projects, and in-field activations.
- Coordinated 150+ events annually including demo runs, sponsored races, expo/trade show booths, training sessions, sponsored athlete seminars, and medical nights, while maintaining monthly budget and collaborating with vendors.
- Composed weekly and monthly reports using Salesforce to track in-field feedback from consumers and retail accounts.
- Identified event sponsorship and promoted the brand at large scale trade shows on the national and local levels.
- Implemented marketing promotions outlined by the GTM team, including being a key team member in organizing a large-scale campaign targeting over 200 retailers and 5,000+ consumers revolving around a key product launch.

Pacers Events, Arlington, VA October 2014- December 2017

Assistant Lead Timer

- Assisted the lead timer and race director with data entry, time selects, volunteer management, set-up and break down of equipment on course and start/finish lines, for over 50 local road races annually.

Pacers Running, Alexandria, VA February 2013- January 2016

Assistant Manager (Aug 2015- Jan 2016), Senior Floor Staff (Feb 2014- Aug 2015), Floor Staff (Feb 2013- Feb 2014)

- Provided superior customer service and sales support for all levels of runners, including detailed gait analyses.
- Managed daily operations including store operation procedures, new hire onboarding, and inventory management.

EDUCATION

University of Florida, Gainesville, FL *Graduated with Distinction*

Master of Arts, Mass Communication- Public Relations and Communication Management

Graduate Certificate, Global Strategic Communication

Jacksonville University, Jacksonville, FL *Magna Cum Laude*

Bachelor of Fine Arts, Musical Theatre

CERTIFICATIONS AND SKILLS

Certifications: USATF Level 1 Coach, HubSpot Academy Inbound Sales, HubSpot Academy Content Marketing, Google Analytics for Beginners, Hootsuite Platform Certification.

Computer Skills: Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom, Audition), WordPress, Google Analytics, Canva, Sprout Social, MailChimp, basic HTML, Braze, Stripo, Jira, social media platforms, Facebook Business Manager.

Additional Competencies: AP style, customer service, account management, blogging, videography and editing, podcasting, excellent time-management, events management, highly organized, 7+ years of remote work experience.