

# KATIE DOVER

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Creative Marketing Strategist with 8+ years of experience creating holistic marketing strategies leveraging brand design, optimized content, and performance marketing to drive measurable growth. Skilled in translating business objectives into visually compelling, high-converting digital experiences across web, social, and campaign ecosystems. Proven ability to unify storytelling, design systems, and data-driven insights to elevate brand presence and generate demand.

## SKILLS

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- **Digital Marketing:** Social media (*Facebook, Instagram, LinkedIn, TikTok*) marketing, content creation, paid advertising/PPC, email campaigns, SEO, Google Ads, CRMs (*HubSpot, Hootsuite*), Google Analytics
- **Graphic Design:** Canva, Adobe Creative Suite (*Illustrator, Photoshop, InDesign*)
- **Web Design:** Squarespace, WordPress, and Wix; Wireframing

## EDUCATION

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<b>Portland State University</b> <i>BS in Business - Marketing; Minor in Graphic Design</i>	Portland, OR	3/24
<b>Portland Community College</b> <i>Associate of Arts Degree, Pre-Business Marketing</i> GPA: 4.0, Summa cum Laude	Portland, OR	06/21

## PROFESSIONAL EXPERIENCE

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- Creative Marketing Strategist,**  
*DC Structures* Portland, OR 4/24-Present
- Lead organic and paid social media strategy across multi-platform campaigns, increasing reach by 528% and site visits by 5,900% within the first three months
  - Conceptualize and produce multimedia content for integrated campaigns, newsletters, and blogs, driving cohesive brand storytelling and contributing to a 36.7% YoY increase in MQLs (Q3 2025)
  - Develop brand identities for new business concepts, including logos, colorways, and more
  - Create wireframes & high-converting landing pages in WordPress and Squarespace
  - Design digital & print marketing collateral including large-scale banners, press releases, product catalogs, and lookbooks
  - Strategize multi-channel campaigns and events across print, social, and influencer partnerships
  - Coordinate company events and internal summits, enhancing employee engagement and strengthening brand culture
- Marketing & Admin Coordinator,**  
*Dark Matter Software* Portland, OR 6/22-4/24
- Managed social media marketing including planning, content creation, strategy, and performance reporting

- Worked with clients during their entire lifecycle from consultation through project completion
- Designed and implemented marketing campaigns utilizing A/B testing, CRMs, and landing pages
- Built custom websites using HTML & CSS, Squarespace, Wix, and Shopify with an emphasis on SEO and accessibility best practices
- Performed audits of established approaches to marketing and created new marketing strategies, including new site and copy, digital and print marketing materials, and blog posts

**Pantry Outreach & Education Coordinator,**

*Portland Community College* Portland, OR 07/20-6/21

- Collaborated closely with a team to implement digital events and initiatives, including working with influencers, digital marketing and content creation, and public speaking
- Wrote, filmed, and edited weekly social media videos

**Student Ambassador, *Portland Community College*** Portland, OR 11/19-6/20

- Provided assistance and resource navigation to students and community members while targeting underprivileged groups to create systemic equity for food insecurity

**Outreach Coordinator, *Blooming Pixel Creatives*** Portland, OR 03/19-4/20

- Conducted research and outreach to companies to promote sales through strategic avenues
- Managed relationships with current and future clients while positively representing the company

**Marketing Coordinator, *Gigantic Media, Inc.*** Portland, OR 10/17-09/18

- Worked closely with clients to coordinate all aspects of digital marketing (website, social media, digital ads)
- Designed professional WordPress sites
- Created detailed and lucrative market research packets for large corporations