

KATIE DOVER

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Portfolio: katiemariedover.com

Digital marketing strategist with 8+ years of experience pairing creative thought with data-driven strategy to deliver measurable outcomes, spanning integrated campaigns, brand development, and content creation

SKILLS

- **Content Creation & Copywriting:** Thought leadership white papers, blog & editorial writing, email campaigns, sales enablement materials, website copy, pitch & investor decks, brand voice development, product collateral
- **Digital Marketing & Channels:** Social media marketing (*Meta, LinkedIn, TikTok, Pinterest, YouTube*), Meta Ads Manager, Google Ads, paid advertising & PPC, SEO (on-page & off-page), email marketing
- **Analytics & Performance:** Google Analytics, performance tracking & reporting, A/B testing, campaign optimization, data-driven decision-making
- **B2B and B2C Marketing:** Integrated marketing strategy, campaign planning & execution, audience segmentation, persona development, competitive positioning, customer journey mapping, market research, lead generation
- **Tools & Platforms:** HubSpot, Hootsuite, Adobe Creative Suite (*Illustrator, Photoshop, InDesign*), Canva, Figma, WordPress, Squarespace, HTML & CSS

EDUCATION

Portland State University <i>BS in Business - Marketing; Minor in Graphic Design</i>	Portland, OR	03/24
Portland Community College <i>Associate of Arts Degree, Pre-Business Marketing</i> GPA: 4.0, Summa cum Laude	Portland, OR	06/21
PDX Code Guild <i>Full-Stack Developer Bootcamp</i>	Portland, OR	2016

PROFESSIONAL EXPERIENCE

Digital Marketing Strategist, <i>DC Structures</i>	Portland, OR	04/24-Present
● Develop and execute integrated marketing strategies across organic, paid, and influencer channels, owning and optimizing a \$120K annual media budget on Meta and Google Ads ● Write and design newsletters distributed to 10,000+ subscribers, achieving an average 65% open rate (3x industry benchmark) and \$570,000 in combined attributed revenue in 2025		

- Translate complex product offerings into compelling audience-relevant narratives across web, social, and campaign channels, contributing to a 36.7% YoY increase in MQLs (Q3 2025)
- Create and produce high-quality content across a broad range of formats including newsletters, product catalogs, lookbooks, press releases, landing pages, and campaign assets
- Develop foundational marketing materials, including messaging frameworks, visual brand systems, and persona-driven content strategies in collaboration with cross-functional stakeholders
- Design and launch conversion-focused landing pages and wireframes in WordPress and Squarespace to support campaign and product initiatives
- Produce large-scale digital and print collateral, including banners, lookbooks, and trade event materials to support channel and partner programs

Marketing Coordinator,

Dark Matter Software

Portland, OR

06/22 - 04/24

- Managed full B2B marketing lifecycle for a custom software company, from strategy and content creation through campaign execution and performance reporting, serving clients across industries
- Developed and implemented campaigns utilizing A/B testing, CRM tools, and targeted landing pages to optimize funnel performance and drive lead conversion
- Produced market research and competitive analysis reports to identify growth opportunities and inform strategic marketing decisions
- Built custom websites with emphasis on SEO, UX, and accessibility best practices using HTML & CSS, Squarespace, Wix, and Shopify
- Conducted comprehensive audits of existing marketing approaches and developed new strategies, including site redesigns, copy, digital and print materials, and blog content
- Managed client relationships through the entire lifecycle from consultation through project completion, ensuring alignment on goals and deliverables

Pantry Outreach & Education Coordinator,

Portland Community College

Portland, OR

07/20 - 06/21

- 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

Outreach Coordinator, *Blooming Pixel Creatives*

Portland, OR

03/19 - 04/20

- 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