

CATHERINE PAULEY

marketing manager
wellness advocate
yoga teacher
freelance creative

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EXPERIENCE

Digital Marketing Manager

SportsKey | July 2020 - present

- Manages PPC, Display, and Social advertising campaigns for B2B SaaS company.
- Manages social media and curates digital content.
- Optimises website for SEO.
- Website content design and copywriting.
- Organises and hosts webinars.
- Writes and publishes blog posts.
- Coordinates with PR firm for press campaigns.
- Manages email marketing campaigns.
- Hosts the SportsKey Podcast
- Tasked with the rebranding of the company from Bookapitch to SportsKey.

Freelance Digital Marketing & Design

Various Projects | September 2018- present

- Social Media Manager: Urban Health Café.
- Freelance Marketing: Moons Yoga Loft
- Freelance Marketing and Website Design: Yoga with Manasi
- Freelance Marketing: Parachute CBD
- Host of "Unfiltered with Flow By Catie" Podcast

Digital Marketing Specialist

Liveli | January 2018-May 2019

- Produced web content for DTC health and wellness business.
- Managed website SEO through keyword research and search volume analysis.
- Produced key sales and marketing reports.
- Executed influencer marketing strategy.



EDUCATION

Master's Degree

M.A. International Relations
University of San Diego
Graduated 2019

Bachelor's Degree

B.A. Political Science
John Carroll University
Graduated 2017

SKILLS

- Marketing and content strategy
- PPC, Display, and Social Campaigns
- Content creation
- Email Marketing
- Website management and design
- Written and verbal communication
- Presentation skills
- Podcasting
- Copywriting and web content writing
- Blog writing
- SEO optimisation
- Public speaking
- Webinar organisation and hosting

PASSIONS

- Mental health
- Wellness
- Yoga and mindful movement
- Human connection
- Continuous improvement and learning