

Kaitlin Brennan

Copywriter · Content Strategist · Paid Media · PR · Freelance Marketing Consultant

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PROFILE

I find the story, sharpen the strategy, and turn attention into action.

8+ years helping startups, agencies, and growing brands ship work across product marketing, GTM, content, PR, email, web, and paid media — from first draft to out the door.

SELECTED IMPACT

- **40% YoY** increase in qualified demo requests for MyTime through content strategy, campaign messaging, and conversion-focused marketing tied to lead generation KPIs.
- **3.5x** increase in landing page traffic through multi-channel paid and organic campaigns across Meta, LinkedIn, YouTube, and Google.
- **50%** increase in Marketing Store sales through automated email campaigns, lifecycle content, and targeted content marketing programs.

CORE STRENGTHS

Copywriting + Messaging · Content Strategy · Email + Lifecycle · Web + Landing Pages
Product Marketing + GTM · Campaign Strategy · Paid + Organic · SEO · AEO · GEO
Thought Leadership · Sales Enablement · Creative Direction · Analytics + Testing

EXPERIENCE

Freelance | *Copywriter, Content Strategist + Marketing Consultant* 2018–Present

- Current and recent clients include MyTime, UTMB Health, UnitedHealthcare / Naviguard, NDAX, NEXTPredict / NEXT.io, Welcome Space Brothers, M&AK's Kitchen, Shift4 Dine, The Giving Block, Tealium, and other SaaS, healthcare, fintech, events, ecommerce, entertainment, and founder-led brands.
- Develop and execute content strategies, campaign messaging, landing pages, SEO-driven blogs, lifecycle emails, paid/organic social copy, sales enablement, and launch assets for clients with goals tied to lead generation, conversion, awareness, and retention.
- Create healthcare and patient-facing content across service-line marketing, paid social, paid search, video scripts, articles, and educational campaigns for UTMB Health and UnitedHealthcare / Naviguard.
- Support fintech and crypto marketing through onboarding flows, product education, KYC/lifecycle emails, newsletters, search recommendations, campaign copy, and executive-facing strategy summaries.
- Shape event, entertainment, and community-driven campaigns, including GTM and speaker promotion for NEXTPredict and audience-building support for the independent film Welcome Space Brothers.

Shift4 | *Senior Copywriter + Digital Specialist* 2022–2025

- Maintained a cohesive brand voice across high-converting landing pages, SEO-driven blog posts, lifecycle email campaigns, sales enablement assets, and client-facing marketing programs.
- Produced outbound email sequences, white papers, case studies, webinars, landing pages, and campaign copy to nurture clients, support sales conversations, and reduce churn.
- Used Google Analytics, campaign reporting, and testing insights to optimize content, improve click-to-purchase conversion paths, and recommend performance-focused updates.
- Collaborated with product, sales, customer success, and design teams to translate payment, ecommerce, and SaaS features into clear customer-facing stories.

Epigraph | *Director, Growth Marketing* 2020–2022

- Led growth marketing for an AR/3D ecommerce startup, building outbound and inbound content strategies across blogs, case studies, social, email, landing pages, paid ads, and sales collateral.

- Partnered with product to define customer journeys and create feature campaigns across Facebook, LinkedIn, YouTube, and Google.
- Defined department KPIs, created Google Analytics dashboards, and A/B tested landing pages to measure lead generation, campaign performance, and conversion paths.
- Generated a 20% increase in website traffic through website copy, webinar and video scripts, emails, ad copy, blog posts, social media copy, and product-led content.

Treo Marketing Agency | *Digital Content Manager*

2018–2020

- Produced short- and long-form content, campaign copy, SEO content, social copy, digital ads, direct mail, email, TV, radio, and podcast scripts for clients across categories.
- Developed SEM, SEO, and paid social ads in collaboration with designers, contributing to a 20% lift in CTR and a 15% increase in conversion rates across campaigns.
- Applied keyword research and analytics insights to create data-driven landing pages, blog posts, social content, and SEM ads optimized for search visibility and conversion.

ChowNow | *Content Strategist + Manager*

2018–2019

- Created outbound and inbound content strategies across blogs, case studies, social media posts, landing pages, and email campaigns to drive leads and brand awareness.
- Partnered with sales and marketing teams to produce campaign content that supported restaurant acquisition, customer education, and demand generation.

Rivet Marketing Agency | *Digital Content Creator + SEO Manager*

2016–2018

- Created SEO-informed website copy, social content, blog posts, email campaigns, and digital assets for agency clients.
- Supported campaign planning, keyword research, editorial calendars, and content optimization across multiple client accounts.

TOOLS

Google Analytics · Google Ads · Meta Ads · LinkedIn Ads · HubSpot · Braze · Klaviyo · Shopify Email · WordPress · Webflow · Wix · Figma · Canva · Salesforce · Pipedrive · Asana · Google Drive · Adobe Creative Suite · Photoshop · InDesign · Cision · Meltwater · Slack