

# Kaitlin Brennan

## Copywriter & Content Creator

I create things that drive growth and engagement.

### EXPERIENCE

Shift4, 2022-Present

Senior Copywriter & Digital Specialist

- Generated a 20% increase in website traffic through the creation of website copy, webinar and video scripts, emails, ad copy, blog posts, social media copy, and more.
- Collaborated across product, sales, and customer success departments, ensuring a unified and distinct brand voice and style.
- Produced compelling short- and long-form content resulting in a 15% boost in audience action and engagement for clients, strategically leveraging SEO and analytics insights.

Epigraph, 2020-2022

Director, Growth Marketing

- Created outbound and inbound content strategies that leverage blogs, case studies, social media posts, and landing pages to drive leads and brand awareness.
- Worked with product to define customer journeys and create new feature campaigns using paid ads on platforms such as Facebook, LinkedIn, YouTube, and Google.
- Defined department KPIs, set campaign-specific Google analytics dashboards and A/ B test landing pages to ensure Epigraph is meeting marketing goals.

Treo Marketing Agency, 2018-2020

Digital Content Manager

- Created outbound and inbound content strategies that leverage blogs, case studies, social Managed organic posts and paid advertisements on Facebook, Twitter, LinkedIn, Instagram and YouTube to raise brand awareness and drive demand generation.
- Used Google Analytics and keyword strategy to create data-driven content on landing pages, blog posts, social posts, and SEM ads.
- Worked closely with sales to create email campaigns, Google Ads, gated blog content, and landing pages to drive new business leads and nurture live clients.

ChowNow, 2018-2019

Digital Marketing Specialist

- Contributed to an increase in Marketing Store sales by 50% through automated emails and other content marketing efforts.
- Created automated outbound emails, white papers, case studies, webinars and landing pages to nurture live clients and decrease churn.
- Implemented best practices in reporting and content optimization using Google Analytics for digital content campaigns and click-to-purchase metrics on automated email programs.

Rivet Marketing Agency, 2016-2018

Digital Content Creator + SEO Manager

- Wrote unique copy for digital and print advertisements, direct mailers, email campaigns, TV, radio podcasts, and more.
- Developed SEM, SEO, and paid social media advertisements, and coordinated digital marketing efforts with designers.
- Utilized best practice SEO and Google Analytics to measure the advertisement success.

Freelance, 2016-Present

Writer + Content Creator

- Work directly with clients to build content strategies with defined metrics, goals, KPIS; set campaign- specific Google analytics dashboards to measure success.
- Create and launch brand strategy campaigns and tactics, using both paid and organic media on Facebook, Instagram, LinkedIn, YouTube, and Google.
- Write and define a unique brand voice to be used on website landing pages, blog posts, marketing emails, pitch desks and more to maintain a cohesive voice.

### CONTACT

[kaitlinbrennan.com](http://kaitlinbrennan.com)

[kaitlinebrennan@gmail.com](mailto:kaitlinebrennan@gmail.com)

[linkedin.com/the-kaitlin-brennan](https://linkedin.com/the-kaitlin-brennan)

### EXPERTISE

Copywriting

Creative Direction

Product Marketing

Go-To-Market Strategy

Branding

Content Strategy

SaaS Marketing

B2B, B2C Marketing

Storyboarding

Paid Media Strategy

Event Marketing

Website Redesign

Email Marketing

A/B Testing

UI/UX Writing

Customer Research

### SOFTWARE PROFICIENCY

Google Analytics

Google AdWords

Paid Social Media

HubSpot

Figma

WordPress and Webflow

Salesforce and Pipedrive

Asana

Google Drive

Adobe Creative Suite

ZoomInfo and Seamless

Photoshop and InDesign

Cision PR and Meltwater

Slack