

Katy Thorson

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EXPERIENCE

GolfNow Austin, TX — *Copywriter*

February 2018 – Present

As a copywriter for GolfNow, I produce responsive UI designs and clean site copy for golf courses, course management companies, country clubs, resorts and more. I work heavily within WordPress, along with an in-house editor.

- Produce, proofread and edit site copy, generated from client collateral.
- Design custom page layouts using HTML, CSS, PHP, JSON, JavaScript and Bootstrap, crafting a user experience that is simple, sleek, web responsive and ADA accessible for more than 2,000 clients.
- Write SEO content (e.g., title tags, meta descriptions, captions) to improve search engine visibility for over 360 unique websites.
- Communicate with stakeholders to manage project escalations by establishing timelines and delivering custom design layouts for clients generating over \$10,000 in annual revenue.

GateHouse Media Center for News and Design Austin, TX — *Community Content Producer*

August 2015 – February 2018

As a community content producer for GateHouse Media, I maintained online and print community news for nine GateHouse Media newspapers.

- Utilized AP style practices to process over 24,000 pieces of content into press releases, news briefs, letters to the editor and individual features.
- Compiled eight community calendars and one regional calendar on a weekly basis.
- Managed the community calendar content for nine distinct websites via GateHouse event submission system, EvieSays.

The Auburn Villager Auburn, AL — *Interning Staff Writer*

January 2015 – May 2015

As an interning staff writer for The Auburn Villager, I wrote three to four stories per week for an online and print community publication.

- Scheduled and conducted interviews for news, sports and feature stories.
- Provided photography for each story.
- Communicated with editors daily to maintain organization.

The Corner News Auburn, AL — *Contributor*

August 2014 – December 2014

As a contributor for The Corner News, I wrote weekly reviews on select music performances in the Auburn area for a print and online community publication.

- Attended music shows to interview artists and provide photography.
- Communicated with the editor weekly to maintain organization.

SKILLS

- Copywriting
- WordPress
- HTML
- CSS
- Bootstrap
- JavaScript
- PHP
- JSON
- UI Design
- Graphic Design
- SEO
- AP Style
- Social Media
- WCAG Compliance
- Adobe InCopy
- Adobe InDesign
- Adobe Photoshop
- Salesforce

EDUCATION

Auburn University Auburn, AL — *Bachelor of Arts in* *Journalism*

Class of 2015

- Advanced coursework in magazine feature writing.

EXTRACURRICULARS

Texas Lifestyle Magazine contributed *music features* – 2017

mxdown.com *contributed album reviews* – 2014