

KAT LILJEGREN

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THE BASIC GIST

- 8+ years crafting compelling stories and solving problems for brands and non-profits of all sizes.
- Cross-trained in design. This helps me think deeper into creative executions and collaborate more efficiently.
- Spend an average of five months abroad each years, learning, growing, and connecting cross-culturally.

EXPERIENCE

Freelance Creative Strategist

May 2013 - Present

- Facilitated Voice & Tone discovery workshop based around the design thinking methodology for the Oregon wing of a national nonprofit organization.
- Led the creation of a new consumer-facing brand for long-time client and fastest-growing leader in identity protection.
- Facilitated 2014 Marketing Plan development for Portland-based software company, using Design Thinking methodology to effectively define goals, obstacles, and a measurable path for the year ahead.
- Planned and launched integrated creative marketing campaign for Inc. 500 company.
- Designed user experience (UX) and interactive wireframes to help a local banking legend (a.k.a. the "World's Greatest Bank") revolutionize the way people shop for banking products.

Creative & Social Strategist

COPIOUS, Portland, OR

November 2010 - May 2013

- Distilled analytics, research, market insight, and client needs to form actionable strategies for a range of digital projects, including: web and mobile apps, videos, email marketing, blog and social media strategy, and online marketing campaigns.
- Expanded agency's content-related service offering to include repeatable frameworks for: voice and tone style guide, qualitative content audit, and web content production and approval plan.
- Lead content strategy and execution for a range of digital projects, including: web and mobile apps, email marketing, blog and social media strategy, and online marketing campaigns.

Creative

The Meyocks Group, Des Moines, IA

July 2008 - October 2010

- Served as chief copywriter for Delta Dental of Illinois and Acute Care, the latter of which I helped win in a new business pitch.
- Developed and promoted summer internship program resulting in 277 applications from students across the country during its inaugural run.
- Spearheaded a complete overhaul of agency's website, developing copy and imagery, overseeing

site functionality and coordinating portfolio logistics.

- Awarded Bravery Award by account team member for can-do attitude, flexibility and work ethic.

Event Coordination Intern

Atlantis Traduzione, Florence, Italy

Summer 2007

- Served as "go-to problem solver" at combination destination wedding planner and translation service – calming a panicking bride one moment, finding an appetizing way to say "boiled goat stomach" the next.
- Created video and online marketing materials to better showcase available services.

EDUCATION

B.A., Journalism and Mass Communication

Drake University, Des Moines, IA

Graduated May 2008

Major: Creative Advertising; Concentration: Design

Member of Alpha Delta Sigma honors fraternity

Scuola Lorenzo de' Medici

Florence, Italy

Fall 2006

ACTIVITIES

Founder, The Wild Hearts Club

www.meetthewildhearts.com

- Building a library of interviews with female solo and adventure travelers, as a source of inspiration for the next generation of courageous young women.

Volunteer, Girls Inc.

Spring 2016

- Led after-school group for 4th/5th grade girls.
- Independently fundraised +\$1,000 in two months.

Tutor / Volunteer, EduYork Work & Travel

Spring 2014

- Support Turkish students applying for J-1 visas in the U.S. through ESL tutoring, interview prep, job readiness training and cultural preparedness.

ESL Tutor, Portland Community College

Fall 2012 - 2013

- Provide one-on-one instruction and mentorship to refugee learning English as a second language.