

Kathleen McGee

M: 612-202 5724
kmcgee6@gmail.com

Profile

Experienced writer, editor and content strategist with experience in information architecture, writing, editing, project and staff management

Professional Results

Freelance Content Strategist/Writer/Editor Kathleen McGee Consulting
2016- Ongoing

- Consultant for SEO, content strategy, good ads monitoring. Also I have written for a variety of publications and topics including art and book reviews, interviews and articles about housing, energy and other topics. Please review complete body of work at kathleenmcgeeconsult.com.

Marketing Associate and Project Manager, Nice Ride Minnesota – 5/2016 - 12/2019

- Executed CRM campaign to obtain sponsors and funders
- Using KPI's and measurable metrics created segmentation strategies, A/B testing of subject lines, content, images and offers which drove higher open and click-through rates
- Wrote and distributed internal newsletter using Mailchimp
- Developed and managed social media campaigns
- Measured impact of social media using social media analytics, KPIs, and dashboards
- Handled staff and event scheduling

Information Architect, Carlson School of Management – 3/2008 - 5/2016

- Lead the development of external and internal websites including stakeholder interviews and specification-gathering to wireframing, prototyping and post-launch testing
- Developed digital content strategies aligned to business goals and objectives, incorporating analytics, research and user testing
- Created digital content standards and governance process to ensure consistent messaging and brand tone and voice.
- Analyzed data from web analytic tools (Google Analytics, Google tag manager) and usability test results to evaluate website performance
- Created metadata taxonomy and strategy, providing a common set of key words for consistent messaging, improving search results and delivering a personalized user experience.
- Provided analyses of email campaigns and recommendations for enhancing their

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Professional Results

Managing Editor BestBuy.com – 4/2000- 5/2005

- Developed, managed and coordinated digital content strategies for the Entertainment category
- Worked with creative staff to deliver high quality digital content to meet business goals, increase customer satisfaction and drive traffic
- Improved site content using customer satisfaction surveys, usability best practices and web analytics
- Worked with various internal clients to develop digital promotional strategies that reinforce the Best Buy brand
- Managed relationships between business, legal and cross functional areas to deliver on digital content goals
- Managed creative staff to establish objectives, creative design, copy, navigation and timelines
- Developed and implemented efficient content processes to meet deadlines

Certificates

Inbound Marketing Certificate, Hubspot, 2021

Data Literacy, Kubicle, 2019

Excel - Data Manipulation and Formatting, Kubicle, 2019

Metadata: Organizing and Discovering Information, Coursera, 2013

Human Computer Interaction, Stanford University through Coursera, 2013

Google Analytics, Google, 2013

Education

San Francisco State University, English Literature