**KATHARINE JAY**

443.564.5328 | jay.katharine@gmail.com | <https://www.rinjay.art/>

Social Media/communications Specialist

Articulate, detail-oriented professional with 15+ years of editorial experience and 7+ years of marketing/graphic design. Demonstrated ability to set priorities and meet competing deadlines in highly fast paced environments while fostering collaborative relationships with team members and internal and external customers at all levels and diversities. Strong writing skill and passionate about creating engaging content.

Video creation | Educational Content | Project Management | Editorial | Writing | Content Calendar Management

Video Content Creation | Content Execution | Social Media Management | Marketing Bundles | Creative Brainstorming

Branding | CMS | Relationship Building | Email Marketing | Teamwork | Problem Solving | Storytelling

**EXPERIENCE**

**CONTENT DEVELOPER (100% REMOTE)** **03/2022–present**

Sun Communities, Lutherville Timonium, MD

*Worked with SMEs and team members to create internal knowledge base articles, learning courses, infographics, wiki pages, slideshows, and other resources.*

* + Researched, wrote, and got approval for best practices and policies for company-wide Food & Beverage program
  + Reworked an existing Cultural Statements presentation to better align with Sun’s philosophies and color schemes
  + Wrote, recorded, and built course in Articulate Storyline and Rise for SME approval prior to publishing internally
  + Experimented with 3rd party software to investigate potential platforms and interactive capabilities for future courses and content development
  + Collaborated with team members to troubleshoot and bug-test courses for quality control

**FREELANCE CREATIVE WORK (100% REMOTE)** **08/****2010–2022**

Virtual Home Office, Lutherville Timonium, MD

***ABC Metro Washington(Client):***

* + Scheduled mass email distribution via MailChimp platform
  + Gathered assets to build and schedule weekly newsletter email
  + Used Excel to track asset acquisition from members and help generate a posting schedule

***Cross the Line Charity Zine (project)***

* + Contributed to planning, developing, managing, and shipping an independent publication involving moderating and managing a team of 75 contributors to produce an independently published anthology raising $1.2k for charity
  + Executed content including coordination, editing, and production ensuring branding, style, quality, and tone of voice was consistent with branding and optimized for search and social promotion
  + Maintained schedule for asset production, social media promotion, and product manufacturing

***Autumn-themed Kickstarter Collection***

* + Executed a successful Kickstarter campaign that raised 1900% of its goal, creating all content, sourcing manufacturers, and processing shipping fulfillment
  + Assisted customers, handled queries, and handled all social media imagery, promotions, scheduling, and updates

***Assorted short contracts and projects:***

* + Served as asset coordinator and lead graphics designer for more than eight independently published anthologies, consisting of 20+ contributors and more than 100 pages of content in each project
  + Develop and deploy engaging, high quality written and video content optimizing brand visibility
  + Write and edit educational materials, passages and short stories, item writing, interactive activities design, scheduling, file tracking, and client/freelancer communications

**CREATIVE COORDINATOR (100% REMOTE) 03/2016–11/2020**

CyberSpa, Baltimore, MD

*Oversaw backend creations ensuring a smooth customer experience from start to finish and ensured front end attractiveness.*

* + Scripted, recorded, and produced animated videos for tutorial and promotional uses
  + Developed and produced training materials streamlining software learning and delivering sales solutions
  + Served as lead on multiple collateral development initiatives enhancing product’s appearance and building customer base through infographics and sample designs
  + Maintained website and social media channels and kept up to date technical documentation
  + Designed digital and print promotional materials for 250+ clients offering customization and print-on-demand templates for posters, rack cards, flyers, business cards, and postcards
  + Oversaw every image and piece of marketing collateral including programs GUI creating a welcoming and easy to navigate appearance
  + Interfaced directly with customers ensuring materials were customized to best fit their needs and budgets
  + Customized videos for client locations to provide personalized advertisements and promotional blurbs
  + Updated GUI and UX design to create a friendlier and aesthetically pleasing interface for Imaging Tool software

**TIER 2 CUSTOMER SERVICE AGENT 03/2014–10/2015**

Zenimax Online Studios, Hunt Valley, MD

* Promoted to Tier 2 support within 3 months of contract, and was one of the last two contractors to remain out of the thousands initially hired to support the game launch
* Wrote and edited knowledgebase articles for internal and external documentation of known issues and their possible work-arounds and troubleshooting techniques
* Interfaced with customers via email and phones to assist with troubleshooting and answer queries

**ASSISTANT EDITOR 02/2007–08/2010**

Words & Numbers, Baltimore, MD

* Researched, wrote, and edited question items and passages
* Managed projects, client communication, and completed projects under tight deadlines
* Secured, photographed, edited, and posted promotional images

**EDUCATION**

**BACHELOR OF FINE ARTS, INTERACTIVE MEDIA** | University of Maryland, Baltimore County

**BACHELOR OF ARTS, ENGLISH: CREATIVE WRITING MINOR** | Towson University, MD

**TECHNOLOGY**

**PRODUCTIVITY TOOLS:** Microsoft Office (MS) PowerPoint, Word, Excel, Outlook, Google Workspace Docs, Sheets, Slides, Confluence, Mac and PC, Content Management Systems (CMS), Wix, WordPress, SendinBlue, MailChimp, Hootsuite, Tweetdeck, Facebook Pages, LinkedIn, Discord, Facebook, Twitter, Instagram, Tumblr, YouTube, YouTube Studio, Vyond Animation, Adobe Suite Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Audition, Canva, Articulate Storyline 360, Articulate Rise 360

**COLLABORATION & STORAGE TOOLS:** Dropbox, Skype, Google Chat, Google Hangouts, Google Meet, GoToMeeting, Zoom, OBS (Open Broadcaster Software), Picarto Livestreaming software

*Able to quickly learn new technology and tools.*