

# BRIDGET KILLIAN

## CONTENT MARKETING PROFESSIONAL

### CONTACT

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### EDUCATION

2019 - 2023

#### DEPAUL UNIVERSITY

- Bachelor of Arts in Journalism
  - Minor in French
  - Minor in Illustration
  - 3.9 GPA
  - Summa Cum Laude

### SKILLS

- Adobe Creative Suite
- Google Analytics expertise
- Content marketing development
- WordPress management
- Team leadership
- Training and mentoring
- Content writing and editing
- SEO optimization expertise
- Graphic design

### LANGUAGES

- English: Fluent, Native
- French: Professional Proficiency

### PROFILE SUMMARY

I am a natural storyteller curious about the world around me. This translates into the work I do crafting stories for my clients to further their brand presence. I am passionate about creative solutions and finding the story behind a person, brand or experience. I have a proven ability to deliver impactful results through strategic analysis, project management, and effective leadership, complemented by strong skills in data analysis and process optimization.

### WORK EXPERIENCE

#### All Points Public Relations

AUG 2023 - PRESENT

##### Content Marketing Senior Associate

- Implemented email marketing campaigns that effectively nurtured leads through the sales funnel.
- Collaborate with cross-functional teams to produce promotional materials aligned with campaign objectives.
- Monitor campaign performance metrics, providing insights for continuous improvement of marketing efforts.
- Develop and execute SEO strategies and keyword research to enhance organic search visibility.

#### South Side Weekly

April 2022 - July 2023

##### Visuals Editor

- Curated visual content to enhance storytelling and engage diverse audiences.
- Collaborated with editorial team to align visual strategy with publication goals.
- Mentored junior editors, fostering skill development in visual editing techniques.

#### 14 East Magazine

June 2022 - June 2023

##### Managing Editor

- Managed a staff of 42 reporters, editors and multimedia creators.
- Oversaw editorial content development and ensured alignment with publication standards.
- Managed the weekly newsletter "In The Loop," which goes out to 720 subscribers each week with an open rate of 45 percent

#### Celtic Chicago, Inc.

Jan 2022 - Aug 2022

##### Junior Copywriter

- Developed engaging copy for marketing campaigns that enhanced brand visibility and audience engagement.
- Collaborated with design team to create cohesive content across multiple platforms, ensuring consistency in messaging.