# Karma Bennett

Marketing strategist with strong communications and organizing skills seeking an opportunity at a nonprofit or university.

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## **EXPERIENCE**

# Content Marketing Writer/Editor — Oracle

10/2021-9/2022 — Remote

Wrote B2B blog content on topics such as content marketing, programmatic advertising, brand security

- Collaborated with subject matter experts to make advanced concepts accessible to a wider audience.
- Multi-tasked projects with differing timeliness and priorities
- Exercised judgment to pinpoint issues in submitted articles and addressed them with decorum
- Used automation tools to scan and organize large data sets
- Ensured all copy met the standards of their in-house style guide and *Chicago Manual of Style*

# Communications Strategist — Future Is Fiction Communications

07/2011-10/2021 - Oakland, CA

Created and implemented customized marketing and communications campaigns for authors and nonprofits.

- Prepared and edited documents including research reports, manuscripts, presentations, proposals, press releases, etc.
- Identified issues and used complex research tools to suggest data-backed solutions; summarized the analyses in reports
- Shaped book-length content into editorial calendars and marketing plans
- Contacted internal and external sources to gather information needed for articles, posts, giveaways, and interviews

# President, secretary, webmaster CWC Berkeley

06/2012-present

Volunteer position serving California's oldest nonprofit for writers.

- Suggested and implemented new strategies for growth and established contact with new partners
- Reviewed and edited grants and proposals
- Arranged events and handled logistics including: catering, room setup, volunteer assignments, greetings, tickets, clean

#### **SKILLS**

WordPress & web design (CMS)
Writing & communications
Adobe Illustrator, InDesign
Google Suite, Microsoft Suite
Content and marketing strategy
HTML/CSS
Editorial style guides

## **EDUCATION**

HTML, CSS, SEO
Academy X San Francisco

2011

# BA <u>Creative</u> <u>Writing/Sociology</u> Florida State University

2002

- Directed agency with \$36,000 budget
- Allocated funds from sweeping committee
- Granted Torchbearer
   Award for excellence in student government
- Founded agency document archive at FSU library

#### **WORK SAMPLES**

Writing samples

Design portfolio

WordPress sites I built

# **Experience Leading Workshops & Trainings**

#### **Bay Area Video Coalition**

April 2018-Dec 2019

WordPress Social Media Marketing up. Introduced guests and lead breakout sessions

- Planned meetings and calls, prepared agendas, and managed collaborative To Do lists (using Docs, Trello and Dynalist)
- Drafted and edited fundraising letters, membership pleas, interviews, and event announcements
- Analyzed member needs and assets to end or expand programs
- Built new website that automated time-consuming volunteer processes. Improved UI to make accessing services easier
- Setup and maintained Google calendar for all upcoming events
- Updated Mailchimp templates to match branding and trained editor. Cleansed and segmented lists
- Led pandemic transition of monthly speaker series to online
   Zoom meetings without attendance dropping

# Digital Marketing Instructor — *Trilogy Ed*

8/2019 - 2/2020 — San Francisco, CA

Taught six-month bootcamp based out of UC Berkeley (in person) and Denver U (remote). 250+ hours of in-class instruction.

- Consistently scored 4s or 5s (out of 5) in weekly feedback
- Recorded and uploaded all lectures for student review
- Managed daily class communications with Slack
- Offered curriculum feedback to improve future iterations of the course and submitted bug reports
- Customized slide presentations

### Search Engine Optimization

#### **Academy X Tech School**

April 2018-2020

WordPress
Social Media Marketing
Search Engine Optimization

#### **CA Writers Club, San Mateo**

Nov 2015

Social Media Advanced Workshop

# University of the Pacific Creative Writing Conference

June 2014

Pro Blogging for Authors

## San Francisco Writers Conference

Feb 2014

Social Media Tips for Authors

#### Writerly PubCamp Conference

Seattle Nov 2013

Pro Blogging for Authors

# Director of Marketing — *InSpeed Networks*

09/2017-7/2018 - Mountainview, CA

Lead marketing strategy for a B2B tech startup revolutionizing enterprise telecommunications.

- Monitored and reported metrics. My improvements to AdWords keywords and landing pages increased clickthroughs by 80% (\$17.72, cost reduced to .91) while reducing cost per click by 95%
- Led strategy, design and implementation for bonus program for sales partners
- Managed copywriters and adapted technical copy for B2B & consumer audiences
- Wrote or edited white papers, blogs, web pages, infographics, emails and other content

# Publicist — *Ulysses Press*

05/2007-05/2011 - Berkeley, CA

Press was voted by PW as "Fastest Growing Small Publishers" for three of four years I was in their employ.

- Prepared weekly PR reports for executive meetings
- Represented the company's voice to the outside world with press releases, media advisories and letters
  designed with InDesign and mass emails sent with MS Word and Outlook mail merges
- Juggled multiple projects in an environment of tight deadlines
- Planned events: logistics, photography, bookings, and materials
- Developed complex yearly, monthly and weekly campaign plans for a diversity of projects

# Intern — <u>ReadyMade</u> Magazine

05/06 - 05/07

DIY for Urban Hipsters," *ReadyMade* was a magazine that focused on sustainability and crafting long before either were buzzwords for cool. Their circulation was 500,000.