Karma Bennett

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

EXPERIENCE

Communications Strategist — *Future Is Fiction Communications*

07/2011-present — 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

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*

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

BA Creative Writing/Sociology
Florida State University

- 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

AWP Conference

March 6 2026

Sifting Through Book Promotion Channels: What Do Emerging Authors Actually

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

Need?

Bay Area Video Coalition

April 2018-Dec 2019

WordPress
Social Media Marketing
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 — ReadyMade 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.