

Katy Dhungel | Digital Marketing Specialist

Paola, KS | 618 534-9799 | Katy.dhungel@gmail.com | [LinkedIn Profile](#) | [Website/Portfolio](#)

SUMMARY

I am a Digital Marketing and Content Specialist with experience in content creation for email, social, websites, blogs, and more. Adobe, WordPress, Mailchimp, Asana, and Google Analytics are some of the tools and programs I utilize. My goal is to develop exceptional content through planning, research, and creativity. As a consultant for the past 13+ years, I have developed skills in cross-functional collaboration, research, working independently, and effective communication.

SKILLS

Digital Marketing: Writing copy for blogs and other content, Developing marketing strategy including buyers persona and KPI's, Social Media, Visual content, Search Engine Optimization (SEO), SEM, Email, Website and web content, Branding and brand consistency, Analyze and report campaign performance, Keyword research, Sales funnel, and Event Marketing

Social Media: Facebook, Instagram, Pinterest, Youtube, Twitter, Slack, LinkedIn

Additional Skills: Google Analytics, Canva, Mailchimp, WordPress, Squarespace, Wix, Constant Contact, Project Plan Development, B2B, Proofreading

PROJECTS

Social Media Marketing | ESR Tech, LLC | [Project Link](#)

- Composed photo, video, graphic, and copy posts for Instagram and Facebook to increase organic social media interactions and generate leads
- Designed all posts in accordance with brand guides and using up to date and accurate web resources for information

Bloggin | ESR Tech, LLC | [Project Link](#)

- Authored an SEO friendly blog targeted to an audience with interest in travel and technology and featuring a service provided by the company
- Tailored the formatting to be engaging and easily readable by the audience

Newsletter | Kansas Forestry Association | [Project Link](#)

- Developed a quarterly print and e-newsletter to communicate with 260 plus association members about news and events, the latest research, programs, and member highlights
- Created visual graphics, edited and formatted content, collaborated with partners, wrote and edited copy

EXPERIENCE

Digital Marketing Associate, *Kansas City, ESR Tech LLC. April 2022 – March 2023*

- Creating marketing assets – Designed a customer-facing pricing and services document consistent with brand guidelines
- Copywriting for blog posts, targeted for SEO – performed subject research and composed industry-relevant content optimized to appear in search engine results, promoting brand trust and awareness.
- Designing social media posts for Twitter, Facebook, LinkedIn, and Instagram – Created video, photo, graphic, and link posts to inform and entertain, fostering engagement and organic audience growth on social media
- Consulting on website redesign – Participating in cross-functional weekly team meetings and providing feedback and updates for website content

Communications Coordinator/Associate Forest Management Consultant, *Paola, KS, Kansas Forest Service.*

June 2010 – Present

- Coordinating communications and digital media for the non-profit Kansas Forestry Association (KFA), including social media management, newsletter, website, and other publications.
- Providing in-person natural resource management consultations to over 500 clients
- End-to-end project management for clients providing them with on-site consultations, detailed project plans, vendor lists, and cost-share program administration
- Managing communications for the non-profit Kansas Forestry Association

EDUCATION

Certificate, Digital Marketing | Thinkful | Online | February 2022 - May 2022

- Created lead generation projects such as email and social media campaigns, and SEO articles
- Completed projects in branding and marketing strategy, developing buyer personas and campaigns using SMART strategy and KPI's

Master of Science, Forestry | Southern Illinois University | Carbondale, IL

Bachelor of Science, Environmental Ecology | SE Missouri State University | Cape Girardeau, MO