

Katherine Yocum

Copywriter & Editor

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katherineyocum.com

Education

Master of Arts, Writing

Spalding University | 2021

- Specialization in creative writing for children and young adults
- Completed in one year
- Emerging Writer Scholarship, 2020

Bachelor of Arts, English

Grace College | 2020

- GPA: 3.96
- Minor in creative writing
- Completed in three years
- Excellence in English Award, 2020

Skills

Editing	<div><div style="width: 95%;"></div></div>
Office Suite	<div><div style="width: 90%;"></div></div>
Data & Analytics	<div><div style="width: 85%;"></div></div>
French	<div><div style="width: 60%;"></div></div>
WordPress	<div><div style="width: 75%;"></div></div>
Mailchimp	<div><div style="width: 80%;"></div></div>
Blackbaud Altru	<div><div style="width: 70%;"></div></div>

Profile

I am an organized, detail-oriented professional with 4+ years of experience in marketing, copywriting, research, and editing. I am passionate about diversity, creative writing, wellness, justice, and all things literature.

Experience

Researcher & Copyeditor

BREAKTHRU Brands | 2022 – Present

Researcher, editor, and content writer for female leaders, executives, entrepreneurs, and their brands. Crafted internal materials that led to sales conversions.

Development Coordinator

Chicago History Museum | 2021 – 22

Responsible for donor stewardship, departmental support, acknowledgements, and data management. Coordinated newsletters and promotional materials that were distributed to all Museum constituents.

Copywriter & Editorial Assistant

Spalding University | 2020 – 21

Writer, editor, and reviewer for the School of Writing's social media account, literary journal, and book publications. Edited a 350+ page essay compilation.

Content & Social Media Specialist

212 Media Studios | 2017 – 21

Created and edited eBooks, blogs, and ads for non-profits, IT companies, and third-party healthcare organizations.