

KATELYN E. LUDWIG

14B Gordon St, Waltham, MA 02453
Phone: 413.695.2121 | Email: keludwig@gmail.com

QUALIFICATIONS PROFILE

Motivated, versatile, and energetic management professional seeks opportunity to coordinate and execute online projects. Skills include:

- ❖ Launching and managing projects from kickoff to completion
 - ❖ Recording data, analyzing reports, and using results-driven optimization
 - ❖ Implementing efficient workflow tactics to hit tight deadlines
 - ❖ Communicating effectively with clients, colleagues, and superiors
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PROFESSIONAL EXPERIENCE

National Web Coordinator

Stand for Children, Waltham, MA (03/2010-present)

- Manage and execute all online projects for 9 state offices and 2 national offices
- Develop strategies and improve organizational reach in campaign, website, email, analytics, marketing, tech support, training and communication efforts

Online Client Manager

EH Publishing, Framingham, MA (05/2008-03/2010)

- Coordinated and managed online clients for three publications, including lead generation projects, website and newsletter campaigns, and data reporting
- Produced and executed large company-wide webinar program across various verticals and implemented best practices to increase project success

Online Content Developer

Reed Business Information, Waltham, MA (04/2007-05/2008)

- Executed online revenue initiatives for four publications, including webcast, marketing, emailing, content, and advertising projects
- Developed strategies to increase revenue, including content creation, quality assurance, lead generation, and email marketing

Web Production Specialist

Illumina Interactive, Dedham, MA (08/2005-03/2007)

- Managed daily content requests and graphic updates for over 30 clients
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EDUCATION

Master of Arts in Media Arts, Emerson College, Boston, MA, 2004-2006

Focus in New Media. GPA: 3.77.

Bachelor of Arts in English, University of Massachusetts, Amherst, MA, 1999-2003

Minor in Psychology. GPA 3.35. Graduated Cum Laude.

SOFTWARE KNOWLEDGE

CMS (BlackBaud NetCommunity, Expression Engine, Wordpress), email marketing (Bronto, DreamMail), graphic design (Adobe InDesign, Illustrator, PhotoShop), operating systems (Mac, PC), project/media management (Basecamp, Visio, SharePoint), social media, video production (AVID, Final Cut), web analytics (Google Analytics, Unica), web design (Adobe Dreamweaver, Flash), webinar production (GoToWebinar, on24, WebEx)