



KATIE SORCE

Marketing, Content, and
Social Media Strategist

CONTACT



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Katie Sorces, MS



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RECOMMENDATIONS:

"The world needs more Katies." -CEO

"Her attention to detail, willingness to help, and ability to plug in and contribute to any project make her a great asset to any team." -Strategist

"Katie demonstrated her ability to handle multiple priorities, solve problems, work collaboratively and come up with creative solutions."
-Content Director

[Read more on my website](#)

EXPERIENCE

Marketing & Content Strategist, Overit

August 2020 - Present

Supports new business development and multi-channel marketing for the agency and is a content strategist for client accounts.

- Implements key efforts for sales and marketing via social media, email marketing, and content creation.
- Produces and manages content for clients and the agency including blogs, videos, webinars, events, podcasts, and social media.
- Manages content on websites including content loading and publishing/updating blogs, webpages, landing pages, and forms.
- Supports with account and project management, and communicates with cross-functional teams, clients, and vendors to assign tasks and timelines.

Production Coordinator, Outspoken Media

Feb 2020 - March 2020

Served as the administrator and organizer of all projects.

- Assigned project tasks to internal teams and assisted with schedule management.
- Maintained agency tools for deliverable collection, task management, time tracking, and budget management.
- Worked closely with Account Management to ensure all client deliverables and projects are within budget, timeframe, and scope.

Account Marketing Coordinator, Smith & Jones

Jan 2018 - Dec 2019

Assisted with Account Management, Marketing, and Sales responsibilities.

- Interfaced with clients and delivered notes to client and internal teams. Worked with Operations Director to set and meet deadlines.
- Assisted with research for marketing campaigns, wrote creative briefs, built presentations and reports for client meetings, ensured all deliverables were completed on time.
- Managed agency social media, website, and email marketing. Ran and reported on paid social media campaigns.

EDUCATION

Master of Science in Communications Advertising Specialization

Syracuse University, Newhouse School | 2018 - 2019

Bachelor of Science in Mass Communications Production Concentration, Film Minor

SUNY Oneonta | 2011 - 2015

SKILLS

- **Social Media:** Strong knowledge of platforms including Meta, Twitter/X, LinkedIn, YouTube, and introductory knowledge of TikTok. Experience in content planning, creation, posting, management, and reporting of organic and paid campaigns.
- **Content:** Content writing, video production and editing, photo editing and graphic design, content management, search engine optimization, and web publishing. Written content such as blogs, case studies, ebooks, web copy, email marketing, and marketing automation.
- **Project & Account Management:** Excellent communication, time management, organizational and collaboration skills.