

KATHERINE E. LOH

EDUCATION

B.A.- Communications	University of Washington, Seattle	2010-2014
-----------------------------	--	------------------

EXPERIENCE

SR. MARKETING SPECIALIST – Shutterstock, Inc.	August 2017 – Present
--	------------------------------

- Manages all social pages for Shutterstock brand by creating and promoting content on Facebook, Twitter, Pinterest, and Instagram to drive customer acquisition, revenue and engagement
- Writes and sources content for both Facebook and Instagram editorial calendars
- Supports paid social campaigns with a quarterly budget over 4M maintaining ROAS of 3x or greater
- Spearheads awareness and direct response campaigns through prospecting and retargeting plans
- Establish targeting strategies to utilize on the DR and awareness front to meet specific KPI goals
- Develops and executes quarterly plans to align with integrative marketing efforts while spearheading uniquely social campaigns
- Runs Facebook and Instagram photo contests and sweepstakes to promote engagement and fan growth
- Works cohesively with the promotion and in-house creative team to ensure paid and organic campaign goals are met YOY
- Works with the customer service team to enhance and develop social CS experience
- Knowledge: FB Business Manager, Omniture Analytics, Tableau, Microsoft Office, Clarizen
- Agency partnerships: Chacka, 4C, Wyng, Hootsuite, Spreadfast, Salesforce and Piqora

SOCIAL MEDIA MARKETING SPECIALIST – Shutterstock, Inc.	June 2013 - August 2017
---	--------------------------------

- Created content on social channels to drive customer acquisition, engagement and revenue
- Launched paid Pinterest campaigns for the Holiday and Evergreen drive-time categories to drive engagement and checkout conversions
- Developed quarterly plans to align with integrative marketing efforts and brand verticals
- Ran FB and IG photo sweepstakes to increase user awareness and engagement
- Launched and executed branded hashtag campaign collections to retrieve and source valuable UGC
- Helped launch cause-marketing initiatives such as our #GiveThanks and ALZ #NeverDelete to raise awareness and spread support through social
- Worked with SEO, Display, Blog, and PR outreach teams to source blogger content for channels
- Leveraged lifestyle, sourced, and UGC photography and create copy for FB and IG content calendars

MARKETING INTERN/SOCIAL MEDIA STRATEGIST-Pirq	February 2013-March 2013
--	---------------------------------

Blogger and Public Relations work

- Conduct and executed in-depth research on specific Pirq merchants
- Interact in B2B and B2C market to create lasting relationships with the company and its connections

MARKETING INTERN- Gate 58	June 2012-September 2012
----------------------------------	---------------------------------

Software content publisher and Social Media Coordinator

- Developed content for product profiles hosted on software selection website, Business-Software.com
- Conducted in-depth research within the software marketplace specific to ERP, CRM, Cloud Computing, Social Media Management, and Big Data Analytics

SKILLS

Copywriting, Social Media, Online Marketing, Blogging, Omniture Analytics, Tableau, Microsoft Office,