

CAT CHIANG

C O N T E N T M A R K E T E R & W R I T E R



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SF Bay Area



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EDUCATION

B.A. / PHYSICS

Scripps College, Claremont, CA
Magna Cum Laude, 3.86 GPA

STUDY ABROAD

University of Cape Town, Cape Town, South Africa

KEY SKILLS

Blog & Content Writing

Copywriting and Editing

Social Media Management

Thought Leadership Writing

B2B and B2C Marketing

SEO Optimization

Technical & Scientific Writing

Website Administration

Public Relations

Creative Services

CMS – Hubspot, Wordpress

Google Analytics

Adobe Creative Suite

HTML, CSS, Python, SQL

AWARDS

Class Commencement

Speaker (2016), Ruth George

Poetry Prize (2016), Dean's

List (2012-2015), Howard

Hughes Medical Institute

Research Grant (2015),

James E. Scripps Scholarship

(2012-2016)

PROFESSIONAL PROFILE

I am an experienced B2B content marketer and writer who lives to tell stories. I combine empathetic storytelling with an analytical approach, resulting in content that connects and copy that converts. Having worked at multiple startups, as well as in the agency and nonprofit worlds, I thrive in fast-paced environments and am motivated to make an impact.

EXPERIENCE

CONTENT MARKETING MANAGER; CONTENT MARKETING SPECIALIST

Canto Software / San Francisco, CA / January 2020 – May 2020; June 2019 – December 2019

- Managed customer advocacy pipeline and testimonial process, resulting in over 20 long-form customer success stories that demonstrate how the Canto product helps companies solve their problems and reach their goals
- Developed editorial calendar of customer-centric and thought leadership content to enrich the user community, boost customer advocacy, and position Canto as a leader in the industry
- Championed brand voice and nurtured brand presence on social media channels, including LinkedIn, Facebook, and YouTube
- Assisted sales enablement efforts, including email campaigns and Drift chatbot content

CONTENT DEVELOPER

Igneous / Seattle, WA / September 2017 – Present

- Increased blog viewership by 200% over a 5-month period through targeted B2B content, outbound, and social media marketing
- Coordinated a design overhaul of the blog to improve user experience, in addition to being on point for ad hoc website updates
- Owned and developed editorial calendar and content published on the blog, social media, recruiting platforms, and in external publications, working closely with teammates, freelancers, digital marketing and PR agencies, and industry experts
- Developed copy for inbound and outbound marketing collateral, including datasheets, whitepapers, and award submissions, as well as website content, landing pages, and e-mail campaigns and newsletters
- Reviewed all marketing and customer-facing content for brand voice, tone, and consistency

ACCOUNT MANAGEMENT INTERN

GMMB / Seattle, WA / June 2017 – August 2017

- Assisted account team with nonprofit and government clients in the education, public health, and global development fields—including the Gates Foundation, the Chan Zuckerberg Initiative, and the Washington State Department of Health
- Delivered key digital and social strategy components, such as social copy, website content, and editorial calendars
- Conducted media and background research and communicated results through deliverables such as media briefs, Excel sheets, and PowerPoints
- Copyedited and formatted client-facing and internal documents

BLOGGER

Restitchstance (Personal Blog) / Seattle, WA / March 2017– Present

- Cultivated engaged audience to over 18k pageviews and 7k visitors a month—and counting
- Build and execute editorial calendar of compelling, SEO-optimized content about ethical and sustainable fashion and living that converts
- Manage social media channels, including Instagram, Pinterest, Facebook, and YouTube, in order to nurture brand presence and drive traffic
- Create sponsored content for brands, including copywriting, blog writing, social media content, and product photography