

KATIE KNECHT

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Copywriter, fiction writer, editor, hoarder of Thin Mints

My writing experience covers many genres, from marketing and advertising to academia to fiction. I can't help but edit everything I see and I'd be lying if I said I don't subscribe to several grammar-related emails. My favorite way to work is in-house; I like getting to know a company and its products well, and then taking up the mantle of both guarding and expanding its brand.

EXPERIENCE

March 2023 – Today

Creative Lead, Copy Vimeo

I work in partnership with our Creative Director and Design Leads to guide my team's creation of B2B and B2C campaigns for web, paid media, events, and more, while upholding our voice. I've helped implement a rebrand, worked as a script writer and supervisor, and gone LinkedIn viral (which is a thing!).

March 2019 – March 2023

Senior Manager, Brand Copy Betterment

As part of Betterment's in-house creative team, I took complex concepts—like investing—and turned them into fun, relatable, and hardworking websites, ads, social media posts (paid and organic), display ads, SEM ads, podcast spots, and more. I also became a pro at hedging language.

Feb. 2014 – March 2019

Comms & Copy Specialist Squarespace

I wore a lot of hats in these five years. My understanding of the product and brand meant I executed copy and edits for multiple mediums on a tight turnaround, managing many stakeholders. I established and ran our internal communications program for 800+ employees and worked in partnership with the executive team to manage messaging around company initiatives. I also had to get a lot of waters for the CEO.

2016 – Today

Freelance Copywriter, Editor, Content Strategist

I've written personal website copy for chefs, entrepreneurs, and writers alike. (The writer is me.) I've edited master's theses about the Olympic Games and 19th century artists. I've reviewed many-a-resume and will edit work emails for good friends when they're nervous about typos.

1994ish – Today

Fiction Writer

Journaling, writing short stories, and submitting them for publication accounts for a lot of my free time. My work has been published in "Montana Mouthful", "Scribble", "Wraparound South", "Mutha Magazine", "Foliage Oak Literary Magazine", and was also featured in the collection "She Can Find Her Way Anthology". This pursuit also explains my out-of-control book collection.

EDUCATION

2016

Master of Fine Arts – Creative Writing

Manhattanville College

Of note: Received a personalized rejection email from *The New Yorker*.

2012

Bachelor of Arts – Journalism

Western Kentucky University
Honors College | Magna Cum Laude

Of note: Once looked up tuition costs for NYU and promptly applied exclusively to in-state schools in KY.

RELEVANT SKILLS

Platforms: Figma, Squarespace, Instagram, Facebook, Twitter, Microsoft Office, G Suite, Keynote

Leading cross-functional teams

Identifying process changes and improvements and taking action

Writing and reviewing briefs

Presenting and selling creative work to C-level executive teams

Implementing feedback and managing stakeholders

I'm no designer, but I think my resume looks decent