

CAT HENDEL

Integrated Marketing & Communications

CONTACT

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EDUCATION

Webster University
B.A. Media Communications
Minor in Advertising
Aug. 2009 - Dec. 2012 | St. Louis, MO

SKILLS

- Communications
- Marketing Strategy
- Content Development
- Social Media Management
- Email Marketing
- Project Management
- Website Maintenance
- Google Analytics
- Graphic Design
- Adobe Creative Suite
- NetSuite
- Event Planning
- Video Editing
- Microsoft Office

EXPERIENCE

Digital & Social Media Coordinator, Oct. 2017 - Present
Nature's Variety | St. Louis, MO

- As the first person to assume this role, helped establish social media best practices and content strategy for Instinct®, a pet premium pet food brand.
- Increased Instagram followers by 141% in 12 months.
- Develop and post all social media content; includes writing post copy, collaborating with Graphic Designers, scheduling posts and responding to consumers.
- Create, manage and report on social advertising on Facebook and Instagram; includes evergreen ads for those unfamiliar with our brand and site retargeting ads.
- Determine the most resonant social content by tracking KPIs such as Engagement Rate and Click Through Rate. These insights help inform future content.
- Established influencer marketing framework and regularly execute influencer partnerships.
- Partner with a third party marketing agency to execute large-scale media campaigns.
- Maintain two company websites, www.instinctpetfood.com and www.naturesvariety.com; includes updating product pages on a rolling basis, managing site graphic needs, various self-led projects to improve UX, and working with an external web team when necessary.
- Work closely with Customer Service and the broader Marketing team to ensure we maintain a consistent brand voice in all consumer interaction.
- Help develop standard responses for a variety of social media needs or PR needs, whether for FAQs or response to industry news.

Marketing Manager, Oct. 2015 - Sept. 2017

Marketing Coordinator, May 2014 - Sept 2015
Mixed Bag Designs (now Boon Supply) | Burlingame, CA

- Developed promotions for target markets using MailChimp email campaigns.
- Designed graphics for emails, social media, flyers and e-commerce.
- Coordinated 50+ trade shows per year attended across the U.S. by over 70 sales reps.
- Project managed new website UI, functionality and strategy with off-site web developer, including logging pending items and issues on GitHub.
- Was responsible for social media content, resulting in over 23,000 Facebook likes, 1,600 Pinterest followers and over 1,200 Instagram followers.
- Coordinated new product launches twice a year; included web updates, strong cross-team communication and the creation of digital and print marketing materials.
- Strong role in internal communications; worked with System Admin, Customer Service and Sales on a daily basis and made regular updates to home office and Sales team.

Marketing and PR Fellow, Aug. 2013 - Apr. 2014

American Conservatory Theater | San Francisco, CA

- Helped develop and execute show-specific marketing tactics for all performances.
- Managed A.C.T.'s press archive and press updates.
- Assisted in event-coordination, marketing outreach, and social media.

Marketing Intern, Sept. 2012 - Mar. 2013

St. Louis Symphony | St. Louis, MO

- Assisted the Marketing department in various administrative roles, event coordination, project management and copywriting.
- Developed and executed social media-specific promotional campaigns utilizing Facebook, Twitter, Instagram and Pinterest.

Social Media Intern, May - Aug. 2012

Missouri Botanical Garden | St. Louis, MO

- Assisted in running social media, including Facebook, Twitter, Instagram and Pinterest.
- Shot and edited photo and video for promotional use.