

Kathryn Pagel

WRITER + CONTENT CREATOR

ABOUT ME

I am currently a senior at Drake University and will graduate in May of 2023. I am passionate about storytelling and creating content that starts conversation.

EDUCATION

DRAKE UNIVERSITY
2019 - 2023

BAJMC in Magazine Media
Minor in English and Sociology
Women and Gender
Concentration

DALLAS CENTER-GRIMES
HIGH SCHOOL
2015 - 2019

High School Diploma

SKILLS

Copywriting
Copyediting
Digital Marketing
Social Media
Search Engine Optimization
Canva
Adobe Creative Suite
Microsoft Office
Google Suite
Content Management Systems

CONTACT

515-782-1395
pagelkathryn@gmail.com
kathrynpagel.com

2808 Fleur Dr.
Apt 313
Des Moines, IA 50321

WORK EXPERIENCE

Social Media Editor

Urban Plains February 2023 – Present

- Pitched, wrote, and edited stories for Urban-Plains.com
- Wrote and edited social media posts designed to drive traffic to website
- Assisted writers in creating social-exclusive content
- Worked alongside executive team to create content that aligned with brand's mission

Social Media Apprentice, BHG.com

Dotdash Meredith (Better Homes & Gardens) September 2022 – Present

- Chose images and wrote captions for Instagram posts
- Scheduled Instagram posts using DashHudson
- Filmed and edited TikToks and Instagram Reels
- Wrote copy and selected articles to feature in Instagram Stories
- Pitched and wrote for BHG.com

Marketing Intern

Imperfect Inspiration February 2022 – August 2022

- Filmed and edited TikToks and Instagram Reels
- Wrote for brand blog
- Created and ran Instagram account for the brand's subscription box
- Assisted with day-to-day administrative tasks such as compiling subscriber email addresses and packaging orders

Staff Editor

Drake Political Review September 2021 – Present

- Pitched story ideas and assigned those stories to writers
- Supervised four writers, ensuring each writer met individual deadlines
- Assisted writers in finding sources and determining direction for stories
- Reformatted stories for art design

Fashion Writer

Disrupshion Magazine May 2021 – August 2021

- Produced two articles per week on current fashion and beauty trends
- Collaborated with editors and designers to bring stories to life
- Optimized each article for the web and applied SEO strategies

Social Media Intern

PriceRock.com June 2021 – August 2021

- Liked and commented on competitor's posts to gain exposure and interact with potential customers
- Contacted influencers about promoting the brand
- Designed Instagram Story posts and captions to promote sales