

# KATIE BARROWS

Raleigh, NC | [katiebarrows1@gmail.com](mailto:katiebarrows1@gmail.com)

<https://katiebarrows1.wixsite.com/katiebarrows>

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Experienced and passionate writer/journalist with a talent for publishing engaging, optimized content across digital platforms. I've built a successful personal brand on Pinterest, generating 140-180k monthly impressions, and have driven audience growth and engagement for small businesses. I have a background in digital communication, regulatory compliance, and team collaboration gained through work at Mediant Communications. My experience spans branding, SEO, social media algorithms, and compliance, ensuring that my content aligns with both strategy and standards.

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## RELEVANT EXPERIENCE

### PINTEREST PERSONAL BRAND STRATEGIST

Remote

OCTOBER 2022 – PRESENT

- Developed and maintained a personal brand on Pinterest, resulting in 140-180k consistent impressions monthly
  - Created visually engaging content that aligned with current trends to increase digital visibility and audience engagement
  - Utilized SEO strategies and familiarized myself with Pinterest/social media algorithms
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### ASSOCIATE

Mediant Communications (contract) | Cary, NC

JUNE 2024 – PRESENT

- Worked with a team to provide brokers and shareholders with accurate and up-to-date information regarding their investments
  - Handled the uploading and verification of financial documentation into our system to ensure regulatory compliance
  - Verified information, checked for accuracy, and communicated effectively with brokers and clients
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### SOCIAL MEDIA COORDINATOR

NERD Escape Rooms | Raleigh, NC

SEPTEMBER 2021 – MAY 2024

- Orchestrated management of social media accounts including Facebook and Instagram, driving a nearly 22% growth in follower engagement
- Leveraged Canva to create social media content that effectively communicated with our target audiences
- Upheld a customer-centric approach as an attendant, providing service with a positive attitude

### JOURNALIST INTERN

The Borgen Project | Remote

JANUARY 2024 – APRIL 2024

- Authored engaging articles for the blog and online magazine to contribute to the organizations global presence
  - Conducted in-depth research to stay on top of the latest developments in global poverty and enrich journalistic insights
  - Implemented effective SEO strategies to optimize content visibility and growth
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## EDUCATION

### **BACHELOR OF ARTS IN COMMUNICATION**

North Carolina State University

- Minor in Business Administration
  - Minor in Social Work
  - Member of NC State's chapter of HerCampus, contributing digital content on style, health, and career topics for an online platform targeting college-aged women
  - Magna Cum Laude
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## SKILLS

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|------------------------------|-------------------------------|
| • Content Writing            | • Campaign and Brand Strategy |
| • Search Engine Optimization | • AP Style, Chicago Style     |
| • Regulatory Compliance      | • Attention to Detail         |
| • Social Media Marketing     | • Editing                     |
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