# **Biography Template**

Kate Turner is a digital native who started her career at start-up X Media where she worked with many blue-chip clients. As editor of her high-school magazine, her passion for quality content started at an early age.

This continued at university, where she became involved in the university newspaper. She was recruited by X Media soon after graduating and was responsible for an overseeing the development of brand identity, social media and content strategy, partnerships, events, influencers, and paid media.

Kate moved to New York to join her fiancé and landed her dream job as content strategy director for Paws, a company with a mission for creating the world’s best pet products to satisfy every dog’s personality and preferences.

As a pet owner herself and lover of dogs, Kate could identify with this mission. When she is not at work, you are likely to find her in her local park with her dog.

Growing a brand in this digital age is not always easy but Kate and her team managed to create a very engaged social community of millions and a customer satisfaction rating of 97%. She has put together an excellent team in her 12 years working for Paws and the company is rapidly setting a new standard of excellence in a rapidly growing industry.

Kate wanted to put across in the social media campaign that dogs show no deference to culture, age, disabilities, race etc. – they remind us about what really matters bring out the good in us and they should be nourished with the very best food to maintain their lovable innocence.

Rather than focusing on what the food contains, her campaigns focus on the result. One of her ad campaigns showed the transformation of an abandoned dog into a healthy, happy pet.

Over the past decade, Kate has produced events, driven social media strategies, and managed to build a dedicated and engaged community.

With all her editorial and marketing experienced, she is obsessed with innovating new ways to create content that is useful and effective. She loves finding ways for people to tell stories that amplify a message.

When asked about her job, Kate says people automatically assume that she is a writer. She does do some wrangling with commas but says that it is far off the mark to call her a writer.

She probably only spends about 5 percent of her time writing. What she spends most of her time doing is setting and executing the company’s content marketing strategy.

She must figure out how to create, distribute and promote the type of highly relevant content necessary to target an engaged audience. She leads a team of in house and freelance writers, proof-readers, graphic designers, and social media specialists.

In the course of her duties, she must wear many hats and be a leader, planner, strategist, interviewer, videographer, coach and sometimes even a therapist. Ultimately, she is the one responsible about making the decisions about what Paws should be focusing on from a content perspective, which these days drives just about every aspect of marketing.