



Katie Robertson Shaddix

www.katierobertsonshaddix.com

p: 205-999-6669

e: katie@katierobertsonshaddix.com

Professional Information

Communications specialist with dynamic experience. Rapid adapter of new software. Passionate about crafting impactful messages that reach diverse audiences.

Professional Experience

Communications Strategist and Brand

Architect, Self-Employed, 2003 - present
Empowering diverse clients, including large and small businesses, NGOs, and individuals, by strategically navigating and optimizing communication channels to achieve their goals.

Director of Marketing & Communications

Cahaba River Society, 2016 - 2023
Management and production of digital and print communications, including website, annual reports, newsletter, and social media. Fundraising database and CRM. Technology management to improve efficiency and maximize efficacy.

Marketing Coordinator

Alden Systems, 2016 - 2017
Content creation, copywriting, and editing of industry-specific, B2B digital marketing collateral employing inbound-marketing strategies for an innovative software company offering solutions to collect, communicate, and manage data.

Director of Marketing

Greater Birmingham Humane Society, 2015 - 2016
Directed marketing department for the largest and longest standing humane society in Alabama. Oversaw strategy for creating awareness and engaging community members with the organization and its work as a center of excellence in animal sheltering.

Development & Communications Coordinator

Alabama Rivers Alliance, 2007 - 2015
Served as the dynamic nexus of web and print communications of a statewide organization dedicated to protecting and restoring Alabama's water resources through building partnerships, empowering citizens, and advocating for sound water policy and its enforcement.

Specialties

Business & Technical Writing
Content Creation
Email and Direct Mail Marketing
Social Media Marketing
Editing
Proofreading
Web & Print Design
Event Planning & Promotion
Database Management
Nonprofit Development
Grant Writing & Review

Software

Design

Adobe Creative Suite
Canva
Microsoft Office Suite

Customer Relations Management (CRM)

ebase
HubSpot
MailChimp
Salesforce
Vertical Response

Content Management Systems (CMS)

HubSpot
Plone
Tyfoon
Wix
WordPress

Education

MA, English

Composition and Rhetoric
University of Alabama at Birmingham

Graduate Assistant,
Sigma Tau Delta Honor Society
Focus on Business & Technical
Writing and Visual Rhetoric

BA, English, Philosophy Minor

University of Montevallo

President's List, Dean's List
Sigma Tau Delta Honor Society