

# CATRINA CARNE

## EXPERIENCE

### **Generac Power Systems, Social Media Specialist**

FEB 2017 - JAN 2018

- Managed, monitored, reported, and engaged on social media across the organization for all brands
- Started and implemented corporate blog, Nestitude
- Created social media engagement and content strategies, writing online content for SEO and organic search.
- Initiated influencer, advocacy and loyalty community programs to increase customer loyalty and retention and to increase our digital footprint.

### **Diesel & Gas Turbine Publications,**

#### **Digital Content Manager**

NOV 2012 - FEB 2018

- Managed and maintained all digital properties and content including; websites, landing pages, digital magazines, forms, newsletters,
- Creation & execution of digital marketing strategies
- Reporting for both internal departments and external clients.
- Research and implementation of new company-wide project management and content management systems and processes. Including creation and launch of new publication websites.

## LET'S HAVE A CONVERSATION

262.422.5127

[catrinacarne@gmail.com](mailto:catrinacarne@gmail.com)

[catrinacarne.com](http://catrinacarne.com)

[linkedin.com/in/ccarne](https://www.linkedin.com/in/ccarne)

[twitter.com/catrina\\_carne](https://twitter.com/catrina_carne)

## SKILLS

Content & Editorial Creation  
Content Audit & Gap Analysis  
Social Media Marketing  
Branding  
Community Management  
Influencer Marketing  
SEO & Analytics  
Social Media Ads  
Wordpress  
Email Marketing  
Digital Storytelling  
Basic HTML & CSS  
Owned, earned and paid digital media

# CATRINA CARNE

## EXPERIENCE CONTINUED

### **National Fluid Power Association,**

#### Digital Content Manager

2012

- Direct involvement with company executives in executing digital projects for both online and offline involvement.
- Create & Publish content on blogs and other social media and communication channels.
- Launch and manage blog and content strategy as well as audit and repurpose existing content.

### **Various Clients**

#### Digital Content & Social Media Consultant

2010 - PRESENT

- Work with companies large and small as well as individuals on various content and social media projects.
- Social Media engagement, content and community strategies, implementation and management.
- Facebook, Instagram and Pinterest ads for growth, brand awareness and content promotion.
- Built various websites on Wordpress. Set up landing pages, marketing automation, and list building spaces.
- Responsible for budget, spending and management of up to 7 employees.

## CERTIFICATIONS

Content Marketing - Hubspot  
Inbound Marketing - Hubspot  
Google Adwords - Google

Working towards a degree in  
Marketing - Waukesha County  
Technical College

## REFERENCES

Art Aiello - Generac Power  
Systems  
art.aiello@generac.com

Sue Smith - Diesel & Gas  
Turbine Publications  
ssmith@dieselpub.com

Kelly Davis - Generac Power  
Systems  
kelly.davis@generac.com

## EDUCATION

Working towards a degree in  
marketing - Waukesha County  
Technical College