

Katherine (Kalamali) Lee

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Santa Cruz, CA 95065

Digital Marketing Strategist

Informative, Engaging and Entertaining Content Creator and Expert in Social Platforms

- Developed and shaped creative concepts in the social sphere for worldwide nonprofit, partnering with brand creative partners throughout organization to deliver work.
- Part of a cross-disciplinary team, partnering with various units across department; including graphic designers, videographers, photographers, and social media coordinators.
- Desire to continue to grow as a professional and be innovative in the field.
- Brought together strategy, media, and creative as a marketing and branding expert in worldwide nonprofit organization; coaching 150 individuals in different countries on brand and digital campaign strategy and partnering closely with a variety of creative and strategic teams.
- Utilize research to inform creative strategy for various social platforms, including discovery and use of new features and working with other early adopters within an organization.
- Heavy user of social platforms, intuitive understanding of behavioral and technology trends and ability to harmoniously communicate this understanding to team members.
- Passionate towards music, entertainment, and sports as demonstrated by a love for sharing helpful content with others about these topics.

Microsoft Word and Excel

PPC Ad Campaigns (Google and Social Sites)

Adobe Photoshop and Premiere Pro

Search Engine Optimization (SEO)

Google Analytics Custom Reports

Press Release and Media Kit Development

Web Usability Research Analysis

Mac User & Experience

Survey Design and Focus Groups

Report & Proposal Writing

Lead Page Design & Optimization Website

Web Development & Basic HTML

Email Marketing Campaigns (A/B Testing)

Social Media Analytics & App Integrations

PROFESSIONAL EXPERIENCE

UNIVERSITY OF CALIFORNIA, DAVIS, Davis, CA

2018—PRESENT

Senior Writer, Marketing and Communications, Development and Alumni Relations

Write and edit inspiring development and alumni-oriented articles, profile stories, press releases, letters, remarks for leadership including the UC Davis Chancellor and other content to support the university's comprehensive campaign, alumni engagement and other initiatives. Interview alumni, parents, donors, faculty, staff and the beneficiaries of philanthropy for articles and video. Establish and maintain collaborative relationships with colleagues in support of a 230 million annual fundraising campaign.

Go above and beyond current job description to provide search engine optimization research reports for campaign opportunities and strategize ways to creatively repurpose content from writers for social environments. Write and edit online content (articles, webpages, emails, video descriptions) in support of the [UC Davis Big Ideas campaign](#) and Cal Aggie Alumni Association, #aggiepride.

Volunteer: Wellness Ambassador for department. Program coordinator for nearly 250 employees including mindfulness and fitness classes.

ANANDA WORLDWIDE, Nevada City, CA

2012—2018

Marketing Coordinator and Educator

Steadily promoted from social media coordinator and web developer to marketing coordinator. Created from scratch an online educational resource and branding database with hundreds of pages. Report to nonprofit's worldwide directors and chief officers. Continue to volunteer as the organization's main virtual educator on brand strategy and social media, with globally reaching bi-monthly newsletter.

Acquired deep expertise in social media, PPC advertising, landing page optimization, and web usability development and testing. Had to stay current with social platform features, related content formats and requirements. Up to date with latest features and experimentation of what content set standard for high performance and engagement. Keeper of social environment and ambassador to various departments.

Highlights and Accomplishments

- Integration of 150 individuals worldwide to implement a unified marketing strategy with partners.
- Improved organizational efficiency in multiple online marketing platforms and disseminated information to smaller local branches.
- Held educational workshops across the West Coast and India that helped centers reach new audiences and increase local attendance at workshops and events.
- Expanded multiple Facebook business page networks from 1-2,000 likes to 50,000 likes with small budget; using content marketing, survey and keyword research.
- Published over 100 educational articles on SEO, social media, paid advertising, lead page optimization, analytics and basic marketing research, branding, graphic design, writing, copyright, fundraising, and press releases and events.
- Created several of the organization's most successful SEO-driven blog content based on keyword research.
- Promoted the use of social media app integration, automated email campaigns, A/B testing, and a more holistic approach to digital efforts resulting in significant email list growth.
- Hold the organization record for video with highest number of views and second largest reach.

Management Responsibilities

- Led monthly interdepartmental meetings with 25 individuals on integrated digital approaches and campaign strategy.
 - Kindled a previously lacking interest in digital communications and created an overall positive attitude toward content marketing.
 - Improved team harmony and cooperation to reduce mistakes and increase synergy in areas of overlap.
 - Did individual coaching and department assessments on branding and strategy.
 - Encouraged goal setting and evidence-based approach informed by research.
 - Highly commended for attending to departments with weaker online presence and giving dedicated time to improve their results.
- Managed interns from international branches of organization and mentored high-school students in social media and basic web editing and HTML.
- Created a progressive organizational model for annual themed communications campaigns based on keyword research and analytics that is now being upheld as standard.
- Created a "Share Strategy" to overcome Facebook algorithm using the power of individuals; now implemented in the organizations U.S. and several worldwide branches.
- Conducted qualitative interviews and designed quantitative survey for team implementation.
- Presented to over 150 individuals on digital marketing strategy and was honored for being the best speaker in the 12-week course.

Founder and Director

Created a consulting and educational digital marketing agency that empowered nonprofits, individual entrepreneurs, and small businesses to be successful. Showed clients how to achieve maximum potential for reach at minimal cost. Demonstrated ability to be a risk taker and hold a startup mentality. Required creativity and strategic mindset for a variety of client needs and audiences.

- Established a new business, starting from the ground up, with solution-oriented determination to enable new projects and ideas; and thus was sought out in several areas of expertise, including:
 - Social media sites such as Facebook, Twitter, Instagram, Pinterest, YouTube, Google Plus; SEO, website development and usability, press event and press release, lead content creation, PPC, Google Keyword Tool, email campaign, and Google Analytics.
 - Devised business strategy and marketing plans that brought in 10 clients within 1 year.
 - Led live webinars and weekly marketing tips blog.
 - Used SEO to drive traffic to website and content marketing on social media.
 - Authored a book, *Marketing for Good: Principles for Spreading Inspiration*.
 - Created two successful online courses with nearly 3,000 students in attendance.
 - Familiar with fundamentals of video production for digital and social platforms ability to collaborate with contracted photo and video producers.
 - Successfully broadened all client's online reach using SEO, email marketing, and social media.
 - Encouraged the use of measuring and reporting performance with valuable indicators.
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SUMMARY OF ADDITIONAL EXPERIENCE

- FOR JOY WE LIVE, Remote Locations, 2011-2018, Blog Writer: Writer for various wellness topics related to daily living and improving quality of life. Based on SEO research of keywords.
 - APPLIED SURVEY RESEARCH, Santa Cruz, CA, 2010-2011, Research Analyst: Data collection and analysis for various state community health assessments. Presenting report findings and health-related facts in an accessible way to the public, as well as stakeholders and potential donors interested in developing health programs. Re-wrote employee handbook.
 - BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH, Boston, MA, 2010-2011, Tutor & Teaching Assistant: Graduate studies level tutor in various course topics as well as teaching assistant to Social and Behavioral Sciences concentration introductory course.
 - IMPACT QUINCY COALITION, Quincy, MA, 2010-2011, Research Intern: Developed a city-wide public health campaign up on billboards, buses and display in Quincy, Massachusetts based on formative research.
 - SUPPORTING AN ALCOHOL FREE ENVIRONMENT - SAFEMA, Boston, MA, 2010, Research Intern: Assisted in passing new legislation regarding alcohol advertising on public transportation in the state of Massachusetts, by way of a new, research-based branding voice and message; published press release, and organized press event outside state congressional house.
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EDUCATION

MPH, Public Health, Boston School of Public Health, Boston, MA, 2011

BA, Psychology, Cum Laude, University of California San Diego, San Diego, CA, 2009

CERTIFICATIONS, TRAININGS, & AWARDS

CPR / AED & FIRST AID, American Red Cross, Sacramento, CA, 2018

CUSTOMER SERVICE ESSENTIALS, UC Davis, Davis, CA, 2018

COMMUNICATIONS, UC Davis, Davis, CA, 2018

UC PEOPLE MANAGEMENT SERIES, UC Davis, Davis, CA, In Progress 2018-19

MEDITATION TEACHER, Ananda School of Yoga and Meditation, Nevada City, CA, 2014

LEADERSHIP TRAINING, Ananda Worldwide, Nevada City, CA 2014

GIRL SCOUT GOLD AWARD, Lifetime Achievement in the Girl Scouts of America, 2005