

About

I am a content creator, writer, editor, and digital marketing master planner. I have extensive experience foraging successful stakeholder relationships and crafting successful brand awareness campaigns through web content, social media engagement, PR strategy building, and more!

Connect

✉ kaitkoko@gmail.com

🌐 kaitkoko.com

📷 [@kaitkoko](https://www.instagram.com/kaitkoko)

Education

2021
Public Relations Diploma
University of Victoria

2018
Bachelor of Fine Arts - Writing
University of Victoria

Expertise

Content writing
Email marketing
Social media
Stakeholder relations
SEO
Public relations
Media engagement
Campaign planning

Memberships

Canadian Public Relations Society (CPRS) member

KAITLYN KOKOSKA

COMMUNICATIONS SPECIALIST

WORK EXPERIENCE

Content Marketing Manager 2021 - Present

PolicyAdvisor.com | Remote

Responsible for content creation for blog, social media, and email marketing campaigns. Engaged in technical SEO optimization campaigns, participated in internal marketing strategy development, and contributed to the formulation of strategic communication plans. Led efforts in brand identity development and oversaw its successful implementation through internal and external communication strategies.

Admin & Communications Assistant 2020 - 2021

Movimento Fitness | St. Albert

Managed content creation for monthly blog posts, social media updates, coordinated live video sessions, and executed email campaigns. Spearheaded membership retention and sales initiatives through in-studio contact and targeted email outreach. Undertook general administration and scheduling responsibilities to ensure streamlined operations.

Content Writer 2020 - 2021

Insuranceopedia.com | Remote

Wrote and edited comprehensive blog posts on various insurance-related topics as a subject matter expert. Applied strategic SEO optimization techniques to enhance the visibility and effectiveness of pre-existing articles. Curated content for an expansive insurance dictionary for personal and insurance products.

Insurance Broker 2018 - 2020

BrokerLink Insurance | Edmonton

Nurtured client relationships through inbound and outbound sales and service calls. Created and implemented team-wide workflow documents. Demonstrated proficiency in policy administration for clients and insurance companies, ensuring accurate and efficient management of legal policy documents. Specialized in unique policy cases requiring extensive policy research for successful product matching.

Editorial Intern 2018 - 2018
(3 month contract)

The Glass Buffalo | Edmonton

Ensured accuracy and clarity by fact-checking and editing submissions. Conducted research to identify potential grants and funding opportunities. Held the primary responsibility for conducting thorough research and crafting engaging content for a monthly e-newsletter. Played a key role in event marketing and contributed to content creation for a vibrant social media campaign.

Journalist & Editor 2016 - 2018

The Martlet | Victoria

Thoroughly edited submissions by meticulously checking for accuracy, libel concerns, readability, balance, adherence to Canadian Press style, and Martlet style guidelines across a total of 126 published pieces spanning 7 bi-weekly publication cycles. Provided guidance and coaching to volunteer writers and editors to enhance their skills and contributions. Spearheaded podcast-related tasks, including conducting interviews, recording sessions, editing content, and managing production processes.

Programs

Wordpress & Wix CMS
Canva & XD graphic design
Adobe Suite
Google Suite
Microsoft Office Suite
SEMRush, Frase,
Google Search Console
SEO tools
AgoraPulse, Hootsuite,
Zoho, Mailchimp
campaign managers
Asana, Monday, Trello
project managers

Certificates

HubSpot Content Marketing
LinkedIn Learning SEO
Foundations

References

Available upon request

KAITLYN KOKOSKA

COMMUNICATIONS SPECIALIST

Customer Service & Key Holder Management Roles 2011 - 2018

Various Establishments I Victoria & Kamloops

Held various management, key holder, and team lead positions at various food industry establishments in customer service roles including Domino's, Starbucks, Beacon Drive-In, Cedar Hill Golf Course, Hillside Coffee & Tea, and Denny's.

VOLUNTEER EXPERIENCE

Dog Socialization Volunteer 2019 - 2021

Edmonton Humane Society I Edmonton

Accumulated 60+ hours through the Dog Socialization Program, which included dog walking and animal enrichment.

Blog Contributor 2016 - 2018

UVic Student Life Blog I Victoria

Worked with Office of Student Life to create SEO'd content for blog that received over 100,000 page views per month.

Seasonal Article Writer 2016 - 2017

Military Family Resource Centre I Victoria

Content creation promoting MFRC events and programming for seasonal activity guide.

WRITING PORTFOLIO

PolicyAdvisor.com

[What is private health insurance?](#)
[Insurance for the self-employed](#)
[Can I get life insurance if I'm pregnant?](#)

Insuranceopedia.com

[First Time Buying Car Insurance? Here's What to Do](#)
[How Insurance Companies Value Your Home for Your Home Insurance](#)
[Etsy for Sellers: What Insurance Do You Need?](#)

The Marlet

[New gender-inclusive washroom sign in basement of the SUB](#)
[Drug safety and students](#)
[Site C Dam put on blast at community panel](#)

UVic Student Life Blog

[Friends without Borders](#)
[UVic paid for all my tuition: Here's how I did it](#)
[A Procrastinator's Guide to Passing Class](#)

Full Content Marketing Portfolio

[Click here to view my full content marketing portfolio.](#)