

KATE NORUM

katenorum.com | katenorum5@gmail.com | (205) 382-4057

CORE SKILLS

| | | |
|----------------------------|-------------------|----------------------------|
| Social Media Management | ENPS | Strong writing and editing |
| CMS - WordPress, Arc XP | SEO | Adobe Premiere Pro |
| Fact-checking and research | Digital Marketing | Google Analytics |

PROFESSIONAL EXPERIENCE

Digital Content Producer, [WAFF-48](#)

Jun. 2023 - Present

Huntsville, AL

Produce and edit digital content for WAFF's platforms. Field news tips while listening to police scanners throughout DMA for breaking news. Integrate SEO principles for traffic to waff.com. Collaborate with three (3) digital producers and a digital content manager, generating 52.8 million pageviews in 2024.

Social Media Manager, [Beyond Goals Mentoring](#)

Jun. 2022 - Oct. 2023

Atlanta, GA

Implemented creative strategies on social for former MLS players' mentoring organization. Analyzed ROI with weekly campaigns and hyping followers by 65% on Instagram, 82% on Twitter and 56% on TikTok. Produced video-based content and graphics.

Copyeditor, [The 33rd Team](#)

Nov. 2022 - Jan. 2023

Remote - Los Angeles, CA

Edited and published NFL-based articles for a high-profile digital brand ensuring content was accurate, consistent and followed AP Style. Managed tight deadlines and ensured timely delivery of edited content. Worked closely with NFL experts to corroborate statistics.

Sports Desk News Digital Writer, [Saturday Down South](#)

Aug. 2022 - Jan. 2023

Remote - Atlanta, GA

Wrote digital stories on Southeastern Conference (SEC) news. Generated SEO-friendly headlines for high-traffic optimization by 70% to saturdaydownsouth.com. Implemented content aggregation for stories, drawing 60% engagement from readers. Edited copy through SDS's CMS, WordPress, with over 50+ articles written.

Host/Social Media Manager, [The Rookie Contract Podcast](#)

Jul. 2020 - Jan. 2023

Remote - Atlanta, GA

Interviewed rookies working in the sports industry to hear each person's journey. Analyzed interest through Twitter and Instagram, with a follower count up 54%, engagement on posts up 42% and nearly 10k tweet impressions from Jul. 2020.

Sports Digital Host/Video Production Intern, [Georgia State Athletics](#)

Jan. 2021 - May 2021

Atlanta, GA

Took the initiative in hosting and creating "What's Poppin' Wednesday" highlighting Georgia State sports. Fulfilled recognition of NCAA D1 sports at GSU. Wrote and edited the script to coincide with weekly sporting events. Produced show through Adobe Premiere Pro.

EDUCATION

Bachelor of Science in Journalism and Emerging Media

Graduated 2021

Kennesaw State University