

KATE NORUM



EXPERIENCE



(205) 382-4057



katenorum5@gmail.com



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



katenorum.com

SATURDAY DOWN SOUTH

Sports News Desk Writer

Aug. 2022 - Present

- Write digital stories on Southeastern Conference (SEC) sports news
- Generate SEO-friendly headlines for high traffic optimization of 70%
- Implement content aggregation for stories, drawing 60% engagement in readers
- Edit copy through SDS's WordPress with over 40+ articles written

BEYOND GOALS MENTORING

Social Media Manager

Jun. 2022 - Present

- Implement creative strategies on Twitter, Instagram and TikTok for former Atlanta United and professional players, and co-founders of Beyond Goals: Greg Garza and Michael Parkhurst
- Analyze reception and interest with weekly campaigns, hyping mentees, parents and followers by 60% on Instagram, 80% on Twitter, and 56% on TikTok

GEORGIA STATE UNIVERSITY ATHLETICS

Digital Sports Host/Video Production Intern

Jan. 2021 - May 2021

- Took initiative in hosting and creating "What's Poppin' Wednesday" highlighting Georgia State sports events, pushed out through Twitter, Facebook and YouTube
- Partnered with GSU's video production manager, Amy Walker, for promotion and marketing content
- Fulfilled recognition of D-1 level sports at GSU, social response up 63% between conception of "What's Poppin' Wednesday" edited using Adobe Premiere

SPORTS AS A JOB

Digital Writer

May 2020 - May 2021

- Responsible for writing digital stories on sports industry professionals and their journey, also including video content and podcast creation
- Executed accurate fact-checked information for story copy before deadline on Sports As A Job website, receiving organic engagement by 60% in a year
- Maintained relationships with sports media professionals, adhering to utmost organizational standards for communication



EDUCATION

KENNESAW STATE UNIVERSITY

Kennesaw, Ga.

B.S. in Journalism and Emerging Media

Minor: Sociology



SKILLS

- Microsoft Office 365
- Open Records
- FOIA
- WordPress
- Zoho
- Sprout Social
- Canva
- Adobe Photoshop
- SEO
- HubSpot
- Hootsuite
- Google Analytics
- Adobe Premiere Pro
- Adobe Audition
- AP Style
- HTML