

Kat Ohren

Writer, Web + Graphic Designer, SEO Expert,
WordPress Lover, Marketing Guru

Work Experience



Marketing Manager
Crystal Vaults, an online crystal and
metaphysical e-commerce store
Jan 2012 to Mar 2023 (11 years, 3 months)

- Writing content for entertainment and educational purposes
- Researching, updating, and improving SEO
- Creating long and short videos for emails and social media
- Planning, writing, creating, and scheduling 2-3 marketing emails daily
- Designing landing pages for high conversions
- Creating and designing new products, product labels, and mockups
- Copywriting for current and new products
- Designing, creating, and printing books, planners, and guides
- Increased page views by 200%
- Used Google Analytics and Search Console to improve organic traffic
- Leveraged keyword research to rank for new content



Managing Director
Crystal Inner Circle, an online paid membership
community
Sep 2015 to Feb 2021 (5 years, 6 months)

- Designing and developing the website
- Assisted in brand development
- Creating eLearning courses
- Develop a certifying academy for courses
- Writing, editing, and managing content
- Creating graphics and video content
- Development of several certification courses
- Writing, planning, and scheduling emails, special sales, and activities for members
- Customer relations, service, and retention
- Project management and planning with freelance writers
- Exceeded membership goal by 150% in the first year

About

The Partner You Need for Innovation

Kat is a loyal, dependable, reliable, and talented partner for all of your creative and business needs.

Contact Info

Click [here](#) for my portfolio.

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

- hello@katohren.com
- 352-299-6558

Interests

Crochet, Painting,
Gardening, Cross Stitch,
Sewing, Cooking/Baking

Kat Ohren

Web Developer



Customer Service Technician Verizon Wireless/Flextronics

Jan 2007 to Sep 2009 (2 years, 9 months)

- Handling customer inquiries in a retail environment
- Assisting customers with their mobile devices
- Troubleshooting and fixing various cell phone, computer, and tablet issues
- Customer service and sales
- Consistently positive customer reviews



Customer Service Supervisor Alltel Wireless

Sep 2005 to Dec 2006 (1 year, 4 months)

- Inbound call center customer service representative with high stats and approval ratings for calls per hour and quality assurance scores
- Consistently high ratings from customers
- Responsible for resolving customer issues related to cell service, plans, billing, and sales
- Promoted to supervisor within the first year of employment.

Education History



Bachelor of Science, Information Sciences and Technology

Institution: Penn State University

Year of Graduation: 2014

- 3.8 GPA
- Multiple Dean's List Awards
- Earned the President's Freshman Award for Academic Achievement

Certifications

Certifications from Google

- Google Analytics
- Google Analytics 4

Certifications from HubSpot Academy

- SEO
- Content Marketing

Relevant Skills

- HTML/CSS
- WordPress
- Writing
- Editing
- SEO/Keyword Research
- Marketing
- Video Creation
- Social Media
- Project Management
- Writer Management
- Book/Guide Creation
- Graphic Design
- Photoshop

Volunteering & Organizations

- Volunteer work with multiple local animal rescues and shelters
- Member of the Penn State Alumni Association
- Donates to the World Wildlife Fund
- Regularly fundraises for St. Jude Children's Research Hospital

Fun Fact

I have followed and photographed bands around the country.