

KATERINA GRECO

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Content Marketing Strategist with a strong background in digital strategy, content creation, social media management, and marketing analytics. Skilled in developing and executing multi-channel content campaigns, optimizing performance through data-driven insights, and leading cross-functional content initiatives. Excels at blending creative storytelling with analytical thinking to drive brand growth, improve processes, and deliver measurable results across diverse marketing functions.

CORE COMPETENCIES

Digital Marketing Strategy | Market Research | Campaign Management | Content Creation & Management | Data Analytics | SEO Techniques | Social Media Marketing | Email Marketing | Lead Generation | Brand Development | Project Management

TECHNICAL SKILLS

<i>Social Media Platforms:</i>	Proficiency in using platforms like Facebook, Twitter, Instagram, and LinkedIn for business purposes.
<i>Email Marketing Tools:</i>	Familiarity with Mailchimp and Hubspot for creating and sending emails.
<i>Basic SEO:</i>	Understanding of search engine optimization principles and practices to improve website visibility.
<i>Google Analytics:</i>	Competence in using Google Analytics to track website traffic and user behavior.
<i>Office Suites:</i>	Proficiency in Microsoft Office Suite and Google Workspace for day-to-day business tasks.
<i>Graphic Design Software:</i>	Basic skills in Canva for creating marketing materials.
<i>Data Analysis:</i>	Ability to perform simple data analysis with Excel or Google Sheets.
<i>Digital Advertising:</i>	Understanding of the fundamentals of running ad campaigns on platforms like Google Ads and Facebook Ads.
<i>Project Management Tools:</i>	Familiarity with Monday and Asana for managing projects and tasks.
<i>CRM Software:</i>	Basic knowledge of customer relationship management systems.
<i>Artificial Intelligence:</i>	Skilled in using advanced AI prompting for research, copywriting, and marketing ideation.

PROFESSIONAL EXPERIENCE

- Content Strategist and Project Manager** | McGuire Media | Greater Sacramento 04/25 - Present
- Develop and lead the execution of comprehensive content marketing strategies tailored for specific platforms, ensuring alignment with client business goals and brand identity to drive measurable results.
 - Oversee project management of multi-channel marketing initiatives, including social media, podcast content, and funnel development.
 - Optimize internal workflows and develop SOPs to enhance operational efficiency and support growth objectives.
 - Conduct in-depth market and audience research to inform campaign strategy, messaging frameworks, and platform-specific approaches for data-driven decision-making.
 - Analyze performance metrics using Meta Insights and Instagram Analytics to identify optimization opportunities and guide strategic content direction, while providing strategic support as needed for content creation using Canva, Capcut, and other tools to support business goals.
- Director of Operations and Marketing** | Ecstatic Dance Sacramento | Sacramento 06/25 - Present
- Lead organizational operations and marketing strategy, expanding management responsibilities as co-founders transitioned out of daily leadership.
 - Coordinate teams, volunteers, DJs, and facilities to ensure seamless event execution and alignment with community vision.
 - Drive marketing initiatives across social media, email, and design; conduct market research to strengthen visibility and engagement.
 - Conduct in-person interviews and design, distribute, and analyze surveys to gather community insights.
 - Apply research findings to shape marketing strategy, tailoring outreach and campaigns to audience preferences and community needs.
- Director of Volunteers** | Ecstatic Dance Sacramento | Sacramento 09/24 - 06/25
- Advanced from volunteer to director after identifying and implementing improvements in operations and volunteer morale.
 - Recruited, trained, and supervised volunteers, ensuring effective support and successful event delivery.
 - Built automated scheduling systems and standardized onboarding SOPs, streamlining coordination and efficiency.
 - Managed volunteer logistics and on-site execution to maintain consistency and quality at events.

Jr. Inbound Marketing Coordinator | Tytanium Ideas, Inc. | Rocklin, CA 04/24 - 4/25

- Developed and executed data-driven marketing strategies by planning and managing organic and paid campaigns across social media, email, blogs, and websites for multiple clients, producing engaging creative and copy tailored to each audience.
- Conducted in-depth audience research, persona development, and competitor analysis to inform strategic direction, ensuring effective strategies for all agency clients.
- Leveraged market research and platform insights to optimize content strategy, increasing a client's average Reel views from 200 to 10,000 and significantly expanding reach and conversions.
- Monitored and reported on campaign performance using Meta and Google Analytics, recommending and implementing data-informed improvements.
- Led cross-functional collaboration and team trainings on voice search optimization and social media SEO to encourage continuous professional development of the team.

Intern | Tytanium Ideas, Inc. | Rocklin, CA 11/23 – 03/24

- Supported planning and execution of content across multiple channels, including Instagram, Facebook, and blogs.
- Wrote SEO-optimized blog content and social media copy aligned with brand tone and marketing goals.
- Participated in team strategy meetings and brainstormed campaign ideas for seasonal and evergreen promotions.
- Completed marketing certifications and supported funnel optimization through research and copywriting.

Owner and Founder | Greco Pet and House Sitting Group | El Dorado County, CA 01/23 – 03/24

- Built a local service business from the ground up, managing branding, marketing, customer service, and operations.
- Ensured high-quality service by maintaining certifications in veterinary CPR and providing insured and bonded care.
- Developed website and marketing materials using SEO best practices to improve discoverability and conversion.
- Implemented targeted online marketing strategies, including social media outreach, local SEO, and client retention tactics.
- Handled business development, market positioning, and customer lifecycle strategy with a focus on long-term growth.

Veterinary Technician Assistant and Receptionist | Meridian Veterinary Care | Folsom, CA 01/22 – 03/24

- Managed client communications and supported veterinary care needs, building strong relationships through exceptional service that enhanced customer experience and loyalty.
- Developed and implemented a new client onboarding system, increasing retention rates and optimizing intake processes.
- Conducted competitor analysis to support service positioning and pricing strategies, providing actionable insights for leadership.

Jr. Board of Directors Membership Coordinator | Sacramento Area Hunter Jumper Association | Sacramento, CA 10/18 – 07/20

- Oversaw the expansion of the Junior Ambassador Program, increasing its membership by 300% during tenure.
- Developed and executed strategies for member engagement and retention, enhancing the association's community presence.
- Secured and managed sponsorships, providing substantial financial support and resources for association events.

CERTIFICATIONS

HubSpot Social Media Marketing Certification | HubSpot | 01/24 – 02/26

HubSpot Inbound Marketing Certification | HubSpot | 12/23 – 01/26

Market Research Certification | Cornell | 04/25 – 09/25