

Kaitie Burger

A diligent and deadline-minded writer, content marketer, and social media professional with a love for large bowls of pasta and passion for telling stories.

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EXPERIENCE

Discover Lehigh Valley, Allentown, PA *Content & Communications Manager*

JULY 2015 - APRIL 2020

Managed paid and organic social media efforts including content creation, community management, and audience growth. Contributed editorial writing for internal publications, ad campaigns, and more. Managed all content for the website and corresponding blog. Produced digital newsletters. Served as the primary interface for media relations efforts including relationship building, interviews, broadcast news, event planning, and pitching for results in regional and national coverage. Managed agency and vendor relationships. Supervised interns.

Sales & Marketing Representative

OCTOBER 2012 - JULY 2015

Maintained member content on the website. Developed new travel package in partnership with the Crayola Experience and new Lehigh Valley Ale Trail site. Planned and hosted monthly and annual events.

Muhlenberg College Theatre & Dance, Allentown, PA *Sr. Marketing Associate*

MAY 2011 - AUGUST 2012

Worked with the Marketing & Development Director to create successful ad campaigns, build web pages, brochures, event posters, and playbills. Supervised and trained student employees.

EDUCATION

Muhlenberg College, Allentown, PA *Bachelor of Arts in Media & Communications, Minor in Dance*

CLASS OF 2012

Nominee for the Excellence in Leadership Award. Currently serves on the Alumni Board and the Executive Board of the Young Alumni Council. Remains an active volunteer for the Alumni and Career Development offices.

SKILLS

Content management.
Social media marketing.
Public / media relations.
Public speaking.
Email marketing.
Website management.
Community management.

KEY ACCOMPLISHMENTS

Planned, wrote, and executed all content for the *2020 Guide to Lehigh Valley*.

Tripled Instagram following to reach a highly engaged audience.

Overhauled and led content strategy via a systematic approach to storytelling.

Implemented a successful user generated content strategy.

AWARDS & RECOGNITIONS

Destinations International
"30 Under 30" (2016)

Muhlenberg College Young Alumni Volunteer of the Year (2019)