KARSON CORBITT

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RELEVANT EXPERIENCE

BOS Security, Inc. | Athens, GA | June 2022-Present

Marketing Manager

- Creates, designs, and manages several niche newsletters and drip email marketing campaigns for over 85,000 contacts
- Consults with company leaders to develop a wide catalogue of marketing and educational materials
- Researches, writes, and publishes over 140 SEO-optimized blogs to grow brand awareness and generate leads
- Conceptualizes, films, and edits over 100 videos to promote brand awareness
- Leads digital copywriting projects to launch new websites and revitalize existing pages and posts
- Collaborates with B2B partners to develop cross-marketing strategies
- Coordinates, promotes, and hosts webinars in collaboration with B2B partners
- Curates weekly social media content to generate leads and attract potential job applicants

University of Georgia Writing Intensive Program | Athens, GA | August-December 2021

Technical and Professional Communications Intern

- Produced Season 2 of *Red Penned: Revising Our Outlook on Writing in Higher Education*, a podcast about writing across the academic meta-disciplines to explore digital media production
- Designed and posted promotional content for the WIP Instagram account to increase downloads and reach a wider audience

PROJECTS & EXPERIENCE

RoundtheClock247 Website Launch | BOS Security | March-May 2024

- Conceptualized and created a wireframe for a website for a new service launch
- Recruited and collaborated with a freelance Web Designer to complete the project
- Drafted copy and optimized web pages for SEO performance

Writing Certificate Program Capstone e-Portfolio | Athens, GA | January-May 2022

- Curated a portfolio of writing samples from writing-intensive courses to earn an Interdisciplinary Writing Certificate
- Designed the portfolio on WordPress to present writing samples to faculty reviewers
- Arranged a faculty review committee to evaluate the portfolio and provide constructive feedback

TECHNICAL SKILLS

- **Software & Tools:** Adobe Creative Suite, Audacity, Canva, Constant Contact, Google Analytics, Microsoft O365, Outlook, Sendible, WordPress, Zoho

EDUCATION

University of Georgia | Athens, GA | August 2019-May 2022

Bachelor of Arts in English, *cum laude*

Interdisciplinary Writing Certificate