

Kathryn Ackerman

+949-521-1628 · katy.ackerman@mac.com · <https://www.katyackerman.net/>
Aliso Viejo, CA, 92656

Key Skill Set

Content Strategy & Development – SEO-optimized content, audience targeting, brand storytelling
Copywriting & Editing – Digital marketing, ad campaigns, UX content, email marketing
SEO & Digital Marketing – Google Analytics, SEMrush, keyword optimization, conversion tracking
Brand Messaging & Positioning – B2B, B2C, B2D content, tone-of-voice consistency
Market Research & Consumer Insights – Audience behavior analysis, trend forecasting
Cross-Team Collaboration – Working with designers, sales managers, and leadership for campaign success
Public Speaking & Thought Leadership – Conference presentations, whitepapers, industry panels

Professional Experience

Sourceability

May 2025 - Present

Content Marketing Manager

Owned the content strategy and its execution for a highly technical B2B electronics and SaaS organization with a focus on thought leadership and market analysis. Led cross-functional collaboration while mentoring contributors to support sales enablement and brand authority.

Accomplishments:

- Managed company content strategy across articles, technical papers, video, UX copy, presentations, newsletters, and gated assets.
- Presented original technical research at industry conferences; recognized internally for subject-matter expertise and increasingly positioned as a market analyst. Invited to sit on the review board for SMTA.
- Collaborated cross-functionally with sales, product, and design to create content that supported product education and sales enablement that directly contributed to long-term purchase agreements.
- Developed scalable content systems, including templates, content briefs, and AI-assisted workflows trained in brand voice to accelerate content lead times.
- Mentored freelance writers and email strategists by providing editorial guidance, feedback, and performance alignment that best represented the company brand.

Sourceability

Sept 2022 - May 2025

Senior Copywriter

Served as the lead writer for long-form, technical, and conversion-focused content by helping establish brand voice and credibility in the electronic components industry. Contributed foundational thought leadership content and editorial standards that elevated brand reputation within the industry, helping secure a top 5 position in the market.

Accomplishments:

- Authored blogs and articles that are frequently cited by external publications, reinforcing brand credibility and organic visibility.
- Collaborated with social media manager on content that helped drive follower growth by 150% YoY.
- Developed and delivered two industry-leading presentations, earning a Distinguished Speaker award at SMTA International.
- Elevated long-running gated content with in-depth market analysis that drove lead conversion among clients by 67%. This specific report is frequently requested by technical analysts developing studies on historical market trends.

Area51 Electronics

Oct 2021 - Aug 2022

Content Marketing Strategist & Copywriter

Owned social media content strategy and copywriting to position the company as an industry thought leader with a strong focus on SEO and audience growth.

Accomplishments:

- Developed and maintained a comprehensive understanding of the market landscape to maximize SEO rankings through keyword targeting and market analysis.
- Designed and executed a social media strategy that increased engagement by 75%, positioning the brand as an industry leader.
- Created high-impact social media copy that resulted in a 20% increase in brand mentions and audience engagement.
- Spearheaded the website redesign with high-impact copy and visually engaging landing pages that decreased website bounce rates by 25%.

Dan Lok Marketing

May 2020 - Oct 2021

Copywriter

Led copywriting and social media execution for video marketing and paid advertising campaigns, supporting e-commerce growth through audience engagement.

Accomplishments:

- Conducted in-depth product analysis that improved messaging and increased e-commerce sales by 15%.
- Assisted in developing three high-converting ad campaigns, collaborating with design and marketing teams.
- Edited and proofread content to ensure clarity, consistency, and adherence to brand guidelines.

CaterBoom

July 2016 - May 2020

Social Media Specialist

Managed copywriting and social media execution by partnering with the C-suite team to better understand and introduce their brand to a competitive market landscape.

Accomplishments:

- Managed and updated social media feeds, leading to a 25% increase in audience engagement.
- Partnered with the design team to refine content strategy based on market trends.
- Orchestrated and managed social media interactions by initiating conversations to direct prospective leads to the proper organization channels.

EDUCATION

University of California - Irvine

B.A. English (Cum Laude)

Orange Coast CollegeA.A. Liberal Arts (Honors)
