

HEATHER KLATT

Social Media Specialist | Multimedia Journalist

EXPERIENCE

Hart, Inc. | Toledo, Ohio

Corporate Communication Specialist

2021 - Present

- Lead day-to-day activity, content development, and copywriting for social media strategies on platforms including Facebook, LinkedIn, Instagram, and Twitter.
- Analyze and report on the growth and performance of social media accounts, implementing strategies to achieve KPIs.
- Manage multiple social channels, ensuring engagement aligned with brand tone, voice, and style.
- Execute influencer marketing campaigns for healthcare, food/beverage, and tourism clients, contributing to brand visibility and audience reach.
- Collaborate across departments to execute seasonal campaigns, demonstrating adaptability and versatility.
- Utilize social listening tools such as Digimind, Sprout Social, Agorapulse, and native platform searches to stay informed and proactive.

Mid-American Conference | Cleveland, Ohio

Director of Visual and Creative Content

2018 - 2020

Assistant Director of Communication

2016 - 2018

Media Relations Assistant

2015 - 2016

- Achieved a yearly increase of 175% in social media impressions across all platforms.
- Spearheaded the development of digital and print collateral, ensuring alignment with contractual obligations.
- Collaborated with IMG and JMI - MAC Account Executives to customize content and enhance brand visibility.

University of Toledo | Toledo, Ohio

Territory Manager

2014 - 2015

- Managed a recruitment territory, overseeing the application and enrollment process for approximately 125 schools.
- Served as a liaison with the College of Arts and Letters, providing updated information and delivering presentations during special events.
- Successfully marketed programs and facilities through informational brochures, Q&A sessions, and personalized tours.

CONTACT

E: heatherk009@gmail.com

P: 419.460.4745

SKILLS

Content Development,
Community Engagement,
Influencer Marketing,
Event Coverage, Social
Listening, Data Analysis,
Brand Growth, Media
Trends

EDUCATION

Bachelor of Arts, Communication

University of Toledo
Magna Cum Laude
Theatre Minor