

# HEATHER KLATT

Social Media Specialist | Multimedia Journalist

## 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

## 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

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