

# Katie Bentley

UX Designer | Digital Marketer | Copywriter

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## PROFILE

With 9+ years of experience in all areas of digital marketing, I have grown with the age of new, emerging technologies, design concepts, and marketing techniques. This led me to understand that an effective customer journey and user experience is essential to building viable products that meets users where they are. After helping boutique businesses address challenges in their digital experiences and capitalizing on gaps of opportunity through human-centered design intervention, I am seeking to take on more intricate challenges within a larger professional servicing company.

## SKILLS

Figma, Wireframing, Prototyping, User Research, User Stories, Conversion Rate Optimization, A/B Testing & Optimization, Copywriting, SEO and Content Marketing, Data and Analytics, Kartra, Infusionsoft, Maropost, WordPress, Hot Jar, Invision

## EDUCATION

**BrainStation** | Diploma Recipient, User Experience Design | 2022

**Digital Marketer** | Multi-Mastery Certification | 2018

**John Carlton** | Simple Copywriting System | 2016

**Florida State University** | Bachelors in Hospitality, Minor in Psychology | 2013

## PROJECTS | BRAINSTATION

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JAN 2022- APR 2022, MIAMI, FL

### UX Designer, Strategist, Researcher | TRUEFIT

- 3-month design sprint: An iOS application that uses A.I. and A.R. to address the difficulties of online apparel shopping and alarming rates of unsustainable overconsumption
- **UX Designer, Researcher, and Writer | Skidrow Housing Trust**  
One week design sprint to redesign and improve usability and impactfulness of Los Angeles-based NPO whose mission is to reverse homelessness rates in the local area

## EXPERIENCE

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### Teaching Assistant, User Experience Design | BrainStation

MAY 2022- AUG 2022, MIAMI, FL

- Graduated top of the class and hand selected by lead education team from 75 other candidates to deliver exceptional learning experience to teach the UX design process and industry standard tools
- Provided over 300 pages of written and verbal feedback on trainee presentations/projects surrounding UX principles, design process, and storytelling
- Led lectures, labs, and open studio sessions, served as a 1-on-1 mentor for 13 trainees and as a group collaboration advisor

### UX Content Strategy Manager & Lead UX Writer | Leveling Up, LLC

MAR 2021 - NOV 2021, MIAMI, FL

- Led and organized a team of 6+ junior copywriters, 5+ web builders and developers, and 2+ graphic and video designers to achieve goals
- Strategized the creation of user journey flows / sales funnels from lead generation to ascension of the sale including cross-sells and upsells on 6+ accounts
- Communicated design and marketing strategies to stakeholders (i.e. CEOs, CMOs, Founders, and VP's) as well as defined and maintained essential KPI's for success
- Built the design and marketing of assets such as websites, landing pages, user flows, lead magnets, sales scripts, graphics and video sales letters
- Researched user insights to write and edit hundreds of copywriting pieces for websites, Lead Magnets, SEO content, VSLs, sales pages, and email campaigns on 21+ client accounts

### Director of Customer Experience | US Student Loan Center

SEPT 2019 - JAN 2021, TAMPA, FL

- Researched, surveyed, and interviewed current client base and acquired leads to optimize the client experience via web, email, mobile, and follow up sequences which increased CTR by approximately 25% and overall conversion by 15%
- Created strategies for marketing, sales, and customer service departments to rely upon in order to facilitate a better overall customer experience
- Designed and executed marketing initiatives by working closely with marketing and sales teams to define users, journeys, and customer goals resulting in over \$120,000 in additional annual revenue
- Re-constructed the customer experience during the post-sale journey leading to a -10% lower churn rate and +3 points NPS score

### Director of Customer Acquisition | US Student Loan Center

AUG 2015 - SEPT 2019, TAMPA, FL

- Started a department and built a team to design and execute customer acquisition strategy
- Created assets, features, and channels based on customer and competitor research to increase brand exposure to new and existing target markets
- Oversaw and optimized all marketing and ad campaigns for KPI tracking, lead retention, and scaling lead acquisition efforts
- Generated all front end offers, landing pages, audiences, and ad campaigns based on behavioral analytics via Hot Jar, Google Analytics, Audience Insights, and SEMRush