

# Katlan Thomerson

## Communications Specialist

112 Robin Drive

Glasgow, Kentucky, 42141

katlan.thomerson@gmail.com

2706702128

\_katlanthomerson: [https://www.tiktok.com/@\\_katlanthomerson](https://www.tiktok.com/@_katlanthomerson)

**Strong and compassionate communications advocate dedicated to creating compelling content that brings your story to life. Eager to use the power of storytelling and new age digital marketing to make a lasting positive impact.**

## Key Skills

- Optimistic
- Detail Oriented
- Brand Creation + Management
- Creative + Analytical Copywriting
- Social Media Management
- Content Creation
- Google Analytics
- Wordpress
- Blogging
- Canva
- SEO

## Professional Experience

Small Business Owner

Kindred Times Photography | January 2019 - Present

- Created a two-county wide portrait photography business, utilized social media to increase brand awareness and build a strong relationship with current and future clients
- Prioritized ROI to meet and exceed sales goals, while maintaining customer satisfaction
- Became proficient in Photoshop, Lightroom, and portrait photography to provide my customers with high-quality content at an affordable price

Stay at Home Mom

Thomerson Household | 2018 - Present

- Networked with moms on social media to highlight under-discussed motherhood norms, creating a community of 14k+ followers
- Established budgets and identified cost-saving methods for a family of 2 adults and 2 kids
- Created and maintained a flexible day-to-day schedule that prioritizes the physical and mental well-being of all household members

English Teaching Assistant

Western Kentucky University | January 2016 - May 2016

Collaborated with Dr. Ted Hovet to:

- Developed & implemented curriculum plans to foster student learning, open discussion, and student engagement
- Guided students through the process of interpreting and reading critical works of literary fiction and non-fiction
- Identified students with special requirements and created individualized plans to maximize their learning capabilities, ensuring equal opportunity for all

## Education

MA Communications in New Media & Marketing

Southern New Hampshire University at Manchester, NH | August 2019 - May 2021

GPA: 3.89

Bachelor Of Science in Interdisciplinary Studies Focused in English

Western Kentucky University at Bowling Green, KY | August 2014 - May 2019