

KAT MAGEE

COPYWRITER · CONTENT STRATEGIST · CERTIFIED WORD NERD


ABOUT ME: I specialize in explaining complicated ideas in simple, engaging, and compelling ways. With more than seven years' experience working from creative concept to final proofread, I can help bring your marketing content – and your brand – to life.

GET IN TOUCH

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 /katmagee

 katmagee.net

WHAT I DO

Research & insights

Concept development

Sales & marketing content

Web & social copy

Internal comms

UX writing

TOOLS I USE

Microsoft Office

Adobe Suite

HubSpot

WordPress

Drupal

WORK

COPYWRITER · CROSS-BORDER COMMUNICATIONS · 2019 – 2021

Part of a small team specialized in international B2B branding, marketing, and communications – helping my clients engage niche audiences around the world with creative concepts, smart content strategy, and spot-on copy

GLOBAL COPYWRITER · DESIGNIT · 2015 – 2019

Developed and championed the Designit brand, from developing core values and brand voice guidelines through to creating marketing content and internal communications across all channels and mediums

MARKETING STRATEGIST · CROMIAN · 2014 – 2015

Drove multiple projects at this start-up app company: developed and implemented marketing strategy; created email, social media, and video content; built website wireframes and wrote in-app UX copy

SCHOOL

BACHELOR OF ARTS · CAMBRIDGE UNIVERSITY · 2011 – 2014

Graduated with a 2:1 BA (Hons) in classical languages and linguistics, Editor of Classics Society newsletter, Captain of Lower Boats for Girton College Boat Club

“WORD EXPERIENCE” · THE WRITER · 2014

Selected for development program with a writing consultancy, focusing on copywriting, copyediting, and creative writing skills for B2B and B2C communications
