

KATHERINE TOERNER

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PROFESSIONAL EXPERIENCE

Beyond the Bar Podcast

Creative Content Director & Podcast Manager

Sept 2023 - Present

- **Podcast Video Editing:** Proficiently edit podcast recordings into high-quality video content tailored for platforms like YouTube.
- **Podcast Distribution:** Expertly manage the uploading and optimization of podcasts on platforms.
- **Podcast Title & Description Writing:** Craft compelling titles and descriptions that capture the essence of each podcast episode.
- **Social Media Management:** Create daily social media content, including graphics, videos, and posts, that reflect the individual's brand and message.
- **Clip Creation:** Identify and extract engaging clips from podcast episodes for use on social media platforms, maximizing content reach and audience interaction.
- **Copywriting:** Write copy for all social media posts, captions, and promotional materials, maintaining consistent brand voice and tone.
- **Guest Outreach:** Proactively reach out to potential podcast guests, managing communication and scheduling to secure high-profile interviews and collaborations.
- **Engagement and Community Building:** Foster community engagement through active interaction with followers, responding to comments, and driving conversations around podcast content.

The Kelly Ford Podcast

Video Editor

June 2023 - Dec 2023

- Synchronized audio and video, applying color correction techniques to enhance visual quality.
- Edited and curated video segments from podcast recordings, integrating relevant visuals, graphics, and animations to elevate storytelling impact.
- Uploaded finalized videos to platforms including Spotify for Podcasters, Podbean, and YouTube, ensuring optimized delivery and accessibility for audiences.

PickleJar Live

Communications Specialist

Jan 2022 - Nov 2023

- **Social Media Management:** Strategize, create, and publish compelling content for company's Instagram, Facebook, Twitter, LinkedIn, and TikTok accounts. Monitor and engage with followers, fostering meaningful interactions and maintaining brand integrity.
- **Video Production:** Film and edit engaging reels for Instagram, TikTok, and Facebook. Produce and edit artist interviews for PickleJar+ Roku channel and social media platforms, ensuring high-quality content that resonates with the audience.
- **Customer Support:** Respond to customer support tickets via email and phone calls, addressing inquiries, troubleshooting issues, and providing timely resolutions.
- **Event Planning:** Assist in planning and executing company events, ensuring seamless logistics and delivering exceptional experiences.
- **Bug Reporting & Communication:** Relay user-reported app bugs and glitches to developers, facilitating effective communication between users and technical teams for prompt issue resolution.
- **Fraud Prevention & Account Verification:** Support the Director of Fraud & Disputes in account verification processes, identifying and stopping fraudulent activities within the app ecosystem.

SKILLS

- Video editing software proficiency (e.g., Adobe Premiere Pro, After Effects)
- Strong understanding of social media platforms (Instagram, Twitter, Facebook, etc.)
- Content creation and graphic design skills (Canva, Adobe Photoshop, etc.)
- Copywriting and storytelling ability
- Excellent organizational and multitasking skills
- Effective communication, networking abilities and interpersonal skills
- Skills in customer service, multitasking and problem solving
- Event Coordination and logistics management

EDUCATION

Louisiana State University

Bachelor's degree in mass communication

Focus in public relations

Bachelor's degree in psychology