

KT HAWBAKER

Social media expert and culture journalist dedicated to connecting diverse audiences via strategic storytelling and multimedia content marketing.

professional experience

Freelance Journalist

On the queer culture, visual art, and food beats

Chicago, IL • February 2018–Present

- [“Not a drag — The Golden Girls find a new home,” Chicago Reader](#)
- [“On the Ground: Chicago,” Artforum](#)
- [“How Nigella Lawson and Ina Garten Helped Me Love My Fat, Queer Self,” Bon Appétit](#)

Chicago Alliance Against Sexual Exploitation

Communications Associate

Chicago, IL • March 2020–Present

In my current role, I plan and implement communication strategies that promote CAASE’s four diverse pillars. I also develop a monthly editorial calendar with the Communications Manager and compose interview-based blog pieces for the CAASE website. Responsible for media relations, I draft press releases and other public-facing materials. And, finally, I build and execute a multimedia social media plan across our platforms.

Emerald City Theatre

Marketing Manager

Chicago, IL • May 2019–December 2019

In my previous role, I executed ad buys, maintained our website and all social media channels, while managing projects with three different departments. I introduced marketing analysis and analytics to Emerald City’s programming. I also documented all marketing plans in according to a yearlong calendar, identifying key dates and deadlines. I executed scheduled marketing partnerships and promotional events. Part of this work included the implementation of influencer marketing.

Chicago Tribune

Editorial Assistant, Arts and Entertainment

Chicago, IL • June 2017–February 2019

As an Editorial Assistant in the Tribune’s Arts and Entertainment section, I took on reporting projects and wrote my own weekly visual art column. Additionally, I managed the Theatre Loop’s social media channels, including Facebook, Twitter, and Instagram. I created and deployed the section’s weekly email newsletter. I also collaborated with the paper’s Digital Engagement team, tracking and analyzing specific metrics.

contact

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education

School of the Art Institute of Chicago

M.A. New Arts Journalism

May 2017

The University of Iowa

B.A. Gender, Women's and Sexuality Studies (with Honors)

B.A. Nonfiction Creative Writing

May 2013

skills & strengths

- Writing press releases, social media copy, ad copy, blog posts, mass emails, and other modes of consistent messaging
- Coordination of on/offline advertising and media calendars
- Creation of photo, audio, and video content
- Copyediting and development of editorial style
- Managing relationships with donors, journalists, and other critical community members
- Issues of social justice, such as women’s movements, LGBTQ art and activism, and Latinx initiatives

digital expertise

- Facebook, Instagram, Twitter, YouTube, SoundCloud, Medium
- Social media analytics and interpretation
- Photoshop, Dreamweaver, Illustrator, InDesign, Premiere Pro
- Google Ads and Analytics
- MailChimp
- Garageband and other podcasting techniques
- PPC and SEO content approaches
- CMS programs such as Joomla and Lovelace
- CSS/HTML production, web development, Wordpress
- Sales Force Marketing Cloud