

# KATHERINE XO

## Proprietor, Fundraising & Outreach Manager

 555-555-5555
  [katxo@gmail.com](mailto:katxo@gmail.com)
 [linkedin.com/in/katherinexoio](https://www.linkedin.com/in/katherinexoio)

**SUMMARY** Creative, life-long learner with an expansive background in entrepreneurship, event coordinating, program management, communications, and a passion for food equity and environmental sustainability.

**SKILLS**

Writing and copyediting	Google Office Suite	CMS (WordPress, Weebly)
Event Coordinating	Microsoft Office Suite	Public Speaking
Project Management	Google Analytics	Conversational Spanish

### CAREER

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**APRIL 2020 - PRESENT**  
**MUCHEAT Bakehouse**  
 City, State

#### PROPRIETOR, FUNDRAISING & OUTREACH MANAGER

- Create original content for e-commerce website and social media accounts, promotional media, and photography projects
- Write and copyedit a biweekly email newsletter (average 51% open rate)
- Collaborated with consultant to devise go-to-market plan
- Initiate outreach for business and nonprofit partners, and clients
- Administer social media content strategy and follow through on schedule
- Manage bookkeeping and strategize for maximizing profitability
- Plan, organize, and execute quarterly fundraisers for local nonprofit partners

**DEC 2018 - MAR 2019**  
**Acme Park Foundation**  
 City, State

#### MARKETING & COMMUNICATIONS COORDINATOR

- Wrote, edited, and formatted materials for presentations, formal reports, and promotional materials; target: donors, sponsors, and board members
- Served as a liaison to Acme Park Service and external stakeholders
- Provided operational support for external affairs team

**2018**

#### GLOBAL ENGAGEMENT & AFFINITY MARKETING INTERN

**ABC**  
 City, State

- Spearheaded and directed community event for World Refugee Day: documentary screening, panel, and presentations
- Wrote requests for in-kind donations; created content for promotions
- Conducted research and outreach for ABC's 2nd highest grossing digital campaign for International Women's Day
- Managed ABC Ambassador program; ambassador relations and outreach

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### CAREER ( CONT.)

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2013 - 2018

#### PHYSICAL THERAPIST, OUTPATIENT AND HOME HEALTH

Various  
Settings  
State Area

- ♦ Educated hundreds of patients about diagnosis, outcomes, and goals
- ♦ Evaluated, treated, and assessed patients and adjusted treatment plans
- ♦ Communicated with different departments and interdisciplinary team to advocate for best patient care
- ♦ Oversaw case management and documented patient progress
- ♦ Trained, managed, and supervised support staff

### VOLUNTEERING

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2019

#### CONTRIBUTING WRITER

Various  
Nonprofits

- ♦ Acme Social Services (content: foster care, refugee resettlement); City, State
- ♦ Acme Wire (content: transformation and identity); City, State

2017, 2018

#### DISASTER RELIEF VOLUNTEER

All Acme

- ♦ Puerto Rico (post Hurricane Maria)
- ♦ Texas (post Hurricane Harvey)

2015

#### ENGLISH TEACHER & FACILITY VOLUNTEER

World  
Acme

- ♦ Municipal Office in Guatemala
- ♦ Girls' home for victims of domestic violence

### EDUCATION

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2013

#### UNIVERSITY OF ACME

Doctorate in  
Physical  
Therapy

- ♦ Speaker for Acme Medical School Body Donor Memorial
- ♦ Speaker for Commencement Banquet

2011

#### UNIVERSITY OF ACME

Bachelor's in  
Sport Medicine

- ♦ Speaker for Baccalaureate ceremony
- ♦ Interfaith Advocate Award

# KATHERINE XO

PROGRAM MANAGEMENT | SOCIAL IMPACT MARKETING & MANAGEMENT

📍 Somewhere, State 📞 555.555.5555 ✉️ [katxo@gmail.com](mailto:katxo@gmail.com) [in linkedin.com/in/katherinexoio](https://www.linkedin.com/in/katherinexoio)



## About Me

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Creative, results-oriented leader with an expansive background in entrepreneurship, event planning and management, program management, and marketing communications. Former physical therapist who—through diverse roles and experiences—transitioned a desire for helping others into creating or managing social impact initiatives. Adept at managing complex projects under stressful conditions while collaborating with cross-functional diverse teams. Strong communicator who thrives on solving problems in results-driven, innovative, and collaborative environments. Dedicated to exceeding expectations to drive engagement and increase efficiencies.

## Summary of Skills

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### Community Engagement

- Increased Acme Physical Therapy's engagement with patients and referring doctors by introducing weekend educational sessions where employees learned and demonstrated new techniques to referring physicians, and by writing a weekly newsletter to patients and referring physicians with updates on new treatments. Gained two to three new referrals per week.
- Established Acme Catholic Community's on-campus presence by collaborating with other interfaith community groups to host student welcome events, which resulted in the organization's regular mention in official University publications.

### Copywriting & Copyediting

- Write copy for the MUCHEAT Bakehouse bi-weekly email newsletter, averaging a 51% open rate and a 14% click rate.
- Wrote, edited and formatted presentations, formal reports and promotional materials targeted to the Acme Park Foundation's donors, sponsors and board members.

### Event Planning & Management

- Created and directed ABC's first-ever community event for World Refugee Day, which included a documentary screening, a panel discussion, and presentations by noteworthy experts and activists. The Facebook-streamed panel discussion exceeded 2,500 views.
- Collaborated with Acme Catholic Community's chaplain to plan and manage the organization's first-ever Easter Mass which involved a vigil, an Easter fire, extensive readings, and music. Managed volunteers, assigned readings and scheduled rehearsals.

### Process Improvement | System Design and Improvement

- Trained the Chief of External Affairs to use document cloud-sharing and video teleconferencing at the Acme Park Foundation to save time and improve efficiency for cross-departmental collaboration.
- Initiated a project at the Acme Park Foundation to implement a new organization system for External Affairs Accounting as well as communications with other departments and external stakeholders.
- Standardized the terms used for physical therapy treatment techniques and facilitated training sessions for employees, resulting in improved communication with patients.

### Program Administration & Coordination

- Increased ABC's previously inconsistent Ambassador Program membership by 25%. Created welcome packages, rewards programs and contests, resulting in increased ambassador engagement and satisfaction.
- Established regular programming for student members of the Acme Catholic Community, initiating a weekly Bible Study session that maintained a consistent attendance and positive student feedback.
- Oversaw physical therapy clinics' case management and documented patient progress.

### Social Media Strategy

- Used organic engagement with potential customers on social media and performed outreach to local nonprofits to establish partnerships, resulting in a 116% growth rate of MUCHEAT Bakehouse's social media following over four months.
- Create original content for the MUCHEAT Bakehouse e-commerce website and social media accounts, including promotional media and photography projects. Website averages a 28% return rate and a 1.8% bounce rate.

## Core Competencies

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Hard Skills	Conversational Spanish – Database Management – Digital Marketing – Event Planning and Management – Fundraising – Graphic Design – Marketing Communications – Project Management – Search Engine Optimization (SEO) – Social Impact – Social Media Content – Strategic Planning – Web Analytics – Web Design – Writing and Editing
Key Strengths	Attention to Detail – Collaboration – Customer Focus – Innovation – Interpersonal Communication – Multitasking – Organization – Problem Solving – Public Speaking – Relationship Building – Time Management
Computer Skills	Canva – G Suite – Google Analytics – Microsoft Office Suite – SharePoint – Salesforce – Square Marketing – Trello – Weebly – WordPress

## Professional Experience

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### MUCHEAT Bakehouse | City, State

**2020 — Present**

*A sole proprietorship that provides unique, handcrafted baked goods to the area while fundraising for local nonprofits focused on the Black Lives Matter movement, mutual aid, and community solidarity.*

#### Owner, Fundraising & Outreach Manager

Founded a self-sustaining business that contributes to the growth of the community while remaining environmentally conscious. Manage bookkeeping and business strategy to maximize profitability, oversee social media, events and fundraisers, and source and use only biodegradable packaging products. Planned, organized and managed three socially distanced fundraisers in support of local nonprofit partners' efforts connected to the Black Lives Matter movement.

### Acme Bagel | City, State

**April — November 2019**

*A Jewish-inspired bagel shop and deli serving unique dishes in four locations and four farmer's markets throughout the metropolitan area.*

#### Supervisor, Front of House

Originally hired as front-of-house employee, was promoted within two months to supervisor. Trained and managed front-of-house staff, coordinated catering orders, and resolved customer issues.

### Acme Park Foundation | City, State

**2018 — 2019**

*A privately funded, nationally recognized nonprofit that supports the Acme Park Service.*

#### Marketing and Communications Coordinator

Provided operational support to the External Affairs team. Wrote, edited and formatted presentations, formal reports and promotional materials. Served as liaison to the Acme Park Service and external stakeholders on behalf of the External Affairs team.

### ABC | City, State

**January — July 2018**

*An internationally recognized nonprofit focused on microfinancing and sustainably supporting entrepreneurs.*

#### Global Engagement & Affinity Marketing Intern

Took entry-level position to gain relevant experience in the social impact sector. Managed the ABC Ambassador Program and assisted the Marketing team with research and outreach for the International Women's Day campaign. Drafted successful requests for in-kind donations and created content for ABC's World Refugee Day event. Conducted research and outreach for ABC's second highest-grossing digital campaign for International Women's Day.

### Kat Xo Bakes | City, State

**2016 — 2018**

*A one-person baking business that catered for weddings, companies and small parties.*

#### Owner, Baker

Oversaw photography and media, customer service, product development, website and social media management, and new customer outreach. Planned and coordinated a dessert buffet fundraiser to raise money for an international nonprofit organization; created promotional materials and coordinated and managed volunteers.

### Various Clinics | State Area

**2013 — 2018**

#### Physical Therapist

Educated hundreds of patients about diagnosis, outcomes and goals. Evaluated, treated and assessed patients. Teamed with nurses and physicians to advocate for the best patient care. Oversaw case management and documented patient progress. Trained, managed and supervised support staff.

### Acme Catholic Community | City, State

**2010 — 2012**

*An on-campus ministry of the University of Acme, sanctioned by the Catholic Diocese of Acme.*

#### Promotions and Events Coordinator

Planned and promoted events, wrote and copyedited the weekly newsletter, and served as liaison between the organization and the Catholic Diocese of Acme.

## Education

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### Doctor of Physical Therapy

### Bachelor of Arts, Sport Science (concentration in Sport Medicine)

University of Acme | City, State