

CATHY T. MORNEAULT

SOCIAL MEDIA & DIGITAL MARKETING | CONTENT CREATION | GRAPHIC & VIDEO DESIGN

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PROFESSIONAL SUMMARY

Hands-on digital marketing and social media professional with 16+ years of experience managing multi-platform social media, digital campaigns, community engagement, content creation and digital storytelling. Skilled in photography, video production and editing, graphic design, copywriting, email marketing, web, SEO and analytics. Advanced Adobe Creative Suite user with Canva and CapCut experience, strong project coordination skills, and a track record of creating engaging customer-facing content that strengthens brand awareness and audience engagement.

CORE COMPETENCIES

- Social Media Management & Community Engagement
- Content Calendars & Digital Campaign Coordination
- Photography, Video Capture & Editing
- Copywriting & Digital Storytelling
- Facebook, Instagram, LinkedIn, TikTok & YouTube
- Adobe Photoshop, Illustrator, InDesign, Lightroom & Premiere Pro
- Canva & Acrobat Pro
- WordPress, SEO & Website Content Management
- Email Marketing, Segmentation & Analytics
- Vendor, Freelancer & Cross-Team Collaboration

PROFESSIONAL EXPERIENCE

Marketing Director | Thomas Hirchak Company | Morrisville, VT

June 2023 - Present | Hands-on digital marketing, social media, content creation and campaign execution

- Manage and execute social media content across Facebook, Instagram, LinkedIn, TikTok and YouTube, aligning daily content with auctions, promotions, events and company priorities.
- Manage community engagement and social listening across social platforms, monitoring comments, messages and audience response while identifying opportunities to strengthen engagement and brand visibility.
- Create digital storytelling content from concept through execution, including photography, video, graphics and copy for social media, web, email and advertising.
- Plan and manage paid social media campaigns, monitor performance and adjust spending and creative to strengthen engagement and drive website traffic.
- Create and manage targeted email campaigns, including content development, audience segmentation and performance analysis.
- Coordinate multiple concurrent marketing campaigns and deadlines, working across departments and with outside vendors and freelancers to keep projects moving.
- Capture, produce and edit photography and video for auctions, events and promotional campaigns, creating social-first content using Adobe Creative Suite, Canva and CapCut.
- Maintain website content and event listings in WordPress, with ongoing SEO optimization and content updates.
- Increased website traffic by 75% year-over-year, contributing to stronger customer engagement and sales growth.

Marketing & Office Manager | Hyde Park Landscape | Norwich, CT

2011 - 2023

- Executed social media, website content, seasonal campaigns, email newsletters and branded marketing for a service-based business.
- Created photography, graphics and customer-facing promotional content to build awareness and generate business.
- Maintained consistent branding across digital, print and promotional channels while managing seasonal priorities and deadlines.
- Increased client transactions by 32% annually through consistent branding and targeted marketing strategies.

Freelance Graphic & Web Designer | Self-Employed | Vermont & Connecticut

2007 - 2023

- Provided digital marketing, branding, graphic design and web solutions for small businesses.
- Built and maintained WordPress, Wix, Northeast Kingdom Online, HTML and Shopify websites with SEO and digital advertising support.
- Created social media content and managed paid advertising campaigns for local businesses.
- Developed logos, brochures, branded merchandise and other marketing collateral while maintaining long-term client relationships.

TOOLS & PLATFORMS

Creative: Adobe Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Canva, CapCut, Acrobat Pro

Social: Facebook, Instagram, LinkedIn, TikTok, YouTube, Reddit

Web: WordPress, Wix, Shopify, Northeast Kingdom Online, HTML, Dreamweaver

Marketing: Social media advertising, email marketing, SEO, AEO, analytics and reporting