CATHY T. MORNEAULT

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

Walden, VT | 802-535-6580 | cathytmorneault@gmail.com

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, AI, SEO, AEO 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. Experienced in AI-assisted content creation.

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, AEO & Website Content Management
- Email Marketing, Segmentation & Analytics
- AI Content Creation (copy, video, graphics)

PROFESSIONAL EXPERIENCE

Marketing Director | Thomas Hirchak Company | Morrisville, VT

June 2023 – November 2026 | Hands-on digital marketing, social media, content creation and campaign execution

- Managed daily social media content across Facebook, Instagram, LinkedIn, TikTok, and YouTube, aligning posts with auctions, promotions, events, and company priorities.
- Led community engagement and social listening, monitoring comments, messages, and audience response to identify opportunities to strengthen engagement and brand visibility.
- Developed digital content from concept to publication, creating photography, video, graphics, and copy for social media, websites, email, and advertising.
- Planned and managed paid social media campaigns, tracking performance and adjusting budgets and creative to improve engagement and drive website traffic.
- Created and managed targeted email campaigns, developed content, segmented audiences, and analyzed campaign performance.
- Coordinated concurrent marketing campaigns and deadlines, collaborating with internal departments, vendors, and freelancers to keep projects on schedule.
- Captured, produced, and edited photos and videos for auctions, events, and promotions, using Adobe Creative Suite, Canva, and CapCut to create social-first content.
- Maintained website content and event listings in WordPress and optimized pages for search.
- Increased website traffic by 75% year over year, contributing to stronger customer engagement and sales growth using both organic and paid search engine optimization (SEO) as well as answer engine optimization (AEO).
- Supervised Marketing Assistant.

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
Artificial Intelligence (AI): ChatGPT, Claude, Google Gemini, Adobe Firefly, Canva Magic Studio, Runway, OpenArt AI and CapCut's AI tools
Web: WordPress, Wix, Shopify, Northeast Kingdom Online, HTML, Dreamweaver
Marketing: Social media advertising, email marketing, SEO, AEO, analytics and reporting

EDUCATION

Longwood University
Farmville, Virginia
Psychology 1989