

# CAT HOORT – Resume

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## SUMMARY OF SKILLS

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- Ability to coordinate multiple schedules and activities under deadline
- Excellent writing, organization, and communication skills
- Capable of managing high-pressure situations in a composed manner
- Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Publisher, Access; basic knowledge of FileMaker Pro, Adobe Photoshop, Adobe Premier, and AVS Video Editor

## WORK EXPERIENCE

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**December 2012 – Present | Abingdon Press | Nashville, TN**

**Marketing and Publicity Manager, Abingdon Fiction**

**Marketing Manager, Abingdon Press**

*Marketing responsibilities included...*

- Created marketing plans for 60 fiction and nonfiction books; wrote, produced, and developed promotional videos, webinars, websites, and hundreds of print and online ads
- Worked with authors such as Laura Lapins Willis, Debbie Blue, Beth Corcoran, and Ace Collins to develop their platform and online presence
- Drafted and edited all copy for two consecutive seasonal new release catalogs; oversaw sales reps training at seasonal sales conferences
- Launched blog tour, early reader, and ebook promotion programs
- Realigned fiction marketing strategy around brand identity

*Publicity responsibilities included...*

- Wrote and distributed dozens of releases, pitch letters, and emails to secure timely and appropriate media coverage for Abingdon Fiction titles in such outlets as *Thriving Family*, *Novel Rocket*, *Novel Crossing*, *RelzReviews*, USA Today's HEA Blog, *RT Book Reviews*, *Family Fiction*, and local (to author) media
- Developed A Novel Approach to Faith podcast to launch PR campaigns for each title and each author; secured additional broadcast opportunities on such outlets as Parent Talk/Teen Talk, The Chris Fabry Show, ChannelMom, Gelati's Scoop, The Debbie Chavez Show, Off the Bookshelf, Author Spotlight, and more
- Oversaw all freelance publicity staff, budgets, and campaign assessment

**July 2008 – November 2012 | Kregel Publications | Grand Rapids, MI**

**Marketing and Publicity Manager**

- Managed marketing and publicity campaigns for 30–50 books annually, securing interview and/or review coverage with such notable outlets as Grounded Radio, The Harvest Show, BeliefNet, *Relevant*, *ParentLife Magazine*, Proverbs 31, and more
- Launched author relations initiative to seek out strategies to grow successful relationships with every author; maintained those strategies by directly managing marketing campaigns for A.J. Swoboda, Kim Ketola, Sandy Ralya, *New York Times* bestselling author Cecil Murphey, and others.
- Initiated company-wide branding campaign and managed branding task-force (on-going)
- Developed new budget monitoring and analysis system using Microsoft Access Database
- Served as a sales liaison, overseeing the production of seasonal new release catalogs, sales reps training, negotiation of in-store placements, and trade show representation
- Initiated positioning and titling meetings on all Kregel trade titles; represented Kregel trade at all acquisitions meetings
- Launched social media platforms and promotions for both company and authors

- Created and managed marketing-related programs, including the Kregel Blog Tour Service, the Kregel Broadcasters Program, and the Kregel Early Reader Program
- Re-launched publicity strategies by implementing a priority assessment model, seasonal schedule, and plan templates in an effort to secure best media opportunities and increased coverage for Kregel authors and products. Directly managed publicity staff in carrying out new strategies and processes.

**November 2005 – July 2008 | Revell (Division of BPG) | Ada, MI  
Assistant Marketing Manager**

- Served as author relations manager for bestselling authors including Karen Scalf Linamen, Dr. Kevin Leman, Julie Lessman, Justin Lookadoo, Irene Hannon, Ann Gabhart, and Steven James
- Created marketing plans for 40-60 books annually
- Served as liaison between marketing and design department to execute quality, branded print and online advertisements

**January 2004 – November 2005 | Baker Publishing Group | Ada, MI  
Sales Catalog and Copy Coordinator**

- Drafted and published more than 150 book covers and jackets; served as copy liaison for dozens of authors and literary agents, negotiating their approval of all copy
- Coordinated all stages of production for 6 consecutive sales catalogs, including managing the editorial, design, printing, and distribution of 10,000 units each season

## **EDUCATION**

**September 2000 – December 2003 | Calvin College | Grand Rapids, MI**

Bachelor of Arts in Communication Rhetoric; Minor in Written Rhetoric  
Major/Minor GPA: 3.7 / 4.0, Deans List student

## **ADDITIONAL INVOLVEMENT**

**September 2003 – present | Independent Employment | Grand Rapids, MI**

Freelance writer, marketing consultant, and publicist, working with individual authors, Beautiful Womanhood, North End Community Ministry, and numerous other non-profits; freelance editor for a manuscript by Professor Dr. Quentin Schultze (later published by Baker Books); freelance event/wedding planner, diehard Detroit Tigers fan

### **Honors**

President's Award for Excellence in Service, September 2013; Employee of the Month, July 2009 and June 2011; Employee of the Year, 2011

### **Publications**

**Professional guest blogger for:** CAN, FaithVillage, Open Book Promotion, and others  
**July 2003:** "Empowering North End Neighbors" / *The West Michigan Christian Advocate*  
**June 2003:** "Blessed to Be a Blessing" / *The West Michigan United Methodists Journal*  
**May 2003:** "Seniors Save Lives in Africa" & "Getting the Global Perspective" / Calvin College

## **REFERENCES**

**Chip MacGregor**, President, MacGregor Literary chip@macgregorliterary.com  
1-503-389-4803  
**Sandy Ralya**, Director, Beautiful Womanhood sandy@beautifulwomanhood.com  
1-616-862-0321

For additional references, please visit my online portfolio at [www.cathoort.com](http://www.cathoort.com).  
Password: portfolio