



Specialities:

With extensive experience in content creation and research, Katherine Merry joined the AOE team in 2022 as the leader of our content development service offering and software platforms. She has experience with search engine optimization (SEO), online panel management as well as all aspects of social media, surveys and data presentation.

KATHERINE MERRY

CONTENT MARKETING MANAGER • AOE

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Background:

Katherine has extensive social media, customer service and marketing experience in both business-to-business and consumer-facing markets. At AOE, she handles a lot of content marketing strategy as well as implementation. In addition to handling a variety of writing, graphics and administrative account functions for AOE clients in fulfillment of their marketing plans and objectives, she has extensive experience in blog writing and content development. Katherine also leads our content development practice and is our in-house expert for our SEO content marketing tool.

Her Skills Include:

- DemandJump
- Writing and editing
- Content creation – blog writing, visual presentations
- Social media strategy development, implantation and monitoring

Education and Designations:

B.A. Sociology with a minor in Journalism, North Carolina State University – 2016