

Ward Klein

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Content and communications professional with experience writing, editing, and publishing digital, editorial, and audience-focused storytelling across hospitality-inspired, sports, and nonprofit environments. Skilled in brand voice development, web content, newsletters, social media copy, multimedia coordination, CMS publishing, and translating complex information into compelling narratives across digital and guest-facing channels.

Experience

Catholic Diocese of Lexington

Digital Marketing & Communications Coordinator

Lexington, KY

August 2023 - Present

- Write, edit, and publish audience-focused website content to improve user experience, accessibility, and information clarity.
- Supported cdlex.org performance over a 30-day reporting period, contributing to 9,886 pageviews and 2,092 sessions.
- Helped increase digital engagement with +35% pageview growth, +12% session growth, and +15% average session duration compared to the previous 30 days.
- Coordinate content from 50+ contributors, ensuring accuracy, consistency, and timely publication across digital platforms.
- Develop written, visual, and multimedia content including articles, features, social media copy, and digital storytelling assets.
- Collaborate with leadership and internal teams to support organization-wide communications initiatives and maintain consistent brand voice.

Nashville Sounds

Promotions Team Member

Nashville, TN

January 2023 – April 2023

- Supported guest-facing promotional experiences and live entertainment activations designed to enhance audience engagement and overall event experience.
- Worked closely with key stakeholders to ensure all departmental and club goals were met.
- Assisted with execution of branded promotional assets and in-venue entertainment coordination during high-attendance events.
- Collaborated with internal teams to ensure alignment across marketing and fan engagement efforts.

Learfield Vanderbilt Sports Properties

Marketing Intern

Nashville, TN

September 2022 – December 2022

- Executed sponsorship proof-of-performance operations during Vanderbilt Athletics gamedays to ensure partner fulfillment and activation accuracy.
- Designed and distributed bi-weekly email newsletters focused on fan engagement, promotions, and property updates.
- Managed live social media coverage and audience interaction through the property's Twitter/X platform.
- Coordinated tailgate broadcast operations and supported radio hosts during Vanderbilt football gamedays, ensuring smooth event execution and fan-facing presentation.

Education

Belmont University

Master of Sports Administration

Nashville, TN

May 2023

Vanderbilt University

Digital Marketing Certification

Online Bootcamp

July 2021

University of Kentucky

Bachelor of Business Administration in Marketing
Minors – International Business and Economics

Lexington, KY

May 2020

Selected Projects

Digital Consumer Trends & Hospitality Marketing Analysis

University of Kentucky

Conducted market analysis on shifting hospitality and restaurant consumer behaviors during COVID-19, evaluating the rise of digital ordering, takeout engagement, and changing customer expectations to identify adaptive marketing and guest-retention strategies.

Creative & Marketing Tools: Adobe Creative Suite | Canva | WordPress | CMS Publishing | Photography | Social Media Content Creation | Microsoft Office | Mailchimp | Basic Video Editing