

Ward Klein

jwardklein@gmail.com | Portfolio: www.wardklein.com | Lexington, KY

Digital content and communications professional with 3 years of experience creating and publishing web, email and social media content for mission-driven and sports organizations. Skilled in live-event storytelling, photography, WordPress, content calendars, digital asset coordination and analytics-informed optimization in fast-paced, cross-functional environments.

Experience

Catholic Diocese of Lexington

Lexington, KY

Digital Marketing & Communications Coordinator

August 2023 – Present

- Plan, create and publish cross-platform content for web, email, Facebook, Instagram, LinkedIn and organization-wide campaigns while maintaining day-to-day calendars and brand consistency.
- Capture event photography and social-first interview content for quick-turn storytelling, editorial features and print publication, including a magazine cover feature.
- Produce branded social graphics, event promotions, website imagery, newsletter assets and reusable templates; adapt creative for multiple dimensions and distribution channels.
- Manage WordPress content and optimize pages for readability, accessibility, mobile presentation, metadata and brand consistency.
- Coordinate content projects involving 50+ contributors, managing assignments, requirements, revisions, files and deadlines across departments.
- Use Google Analytics and platform insights to monitor performance.
- Contributed to a recent 35% increase in pageviews, 12% increase in sessions and 15% increase in average session duration over the prior 30-day period.

Nashville Sounds

Nashville, TN

Promotions Team Member

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

Nashville, TN

Marketing Intern

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

Nashville, TN

Master of Sports Administration

May 2023

Vanderbilt University

Online Bootcamp

Digital Marketing Certification

July 2021

University of Kentucky

Lexington, KY

Bachelor of Business Administration in Marketing

May 2020

Minors – International Business and Economics

Marketing and Communications

Content calendars | Social publishing | Live-event coverage | CapCut | Photography | Short-form social content | Content writing and editing | WordPress/CMS | Digital asset organization | Project coordination | Platform optimization | SEO and metadata | Canva | Adobe Creative Suite (Photoshop, InDesign, Premiere Pro) | Google Analytics | Meta Business Suite | Microsoft Office