

Kaitlin Westbrook, B.A. English, Creative Writing, 2014

By Max Chambers

Content Specialist, Campaign Monitor

“My English degree has truly helped me forge a career path. An English degree tells hiring managers you know your stuff.”



Kaitlin Westbrook graduated from Western Kentucky University with a BA in Creative Writing and BFA in Film in 2014. She is currently a Content Specialist at Campaign Monitor, and she also manages a freelance business writing copy and articles through her personal website, kwestbrook.com.

Westbrook attended University of Louisville while completing her general education requirements. When she heard about WKU’s Film and Creative Writing programs, she knew transferring would be the right option for her. “Things just clicked for me,” said Westbrook. “I knew I had to transfer and study both.”

Westbrook felt that all of her literature courses at WKU were beneficial to her career. “They were honestly very challenging, but literature is always worth it, I think. Reading just makes us better at everything, whether it's writing or empathy or critical thought.” In the Film program, Dr. Hovet stood out to Westbrook as an excellent professor: “I have to give my former WKU professor, Dr. Hovet, a huge shout out. His classes always encouraged me to think critically and explore new concepts.” Westbrook also attended WKU's Sundance Film Festival study away program with Dr. Hovet.

After graduating from WKU in 2014, Westbrook began work as a freelance copywriter. She then worked as a content writer for [Inked](http://inked.com). and [Eezy](http://eezy.com), two tech companies in Bowling Green, Kentucky. “I always tried to be vocal about my interest in writing, so I could find opportunities and gain experience,” said Westbrook. In 2018, those jobs led to her current position as a Content Specialist for [Campaign Monitor](http://campaignmonitor.com), an email marketing company in Nashville, Tennessee.

At Campaign Monitor, Westbrook works with search engine optimization and content creation. “Basically, I write and edit long-form blog posts, optimize written content for

Google, and I also write videos for some of our brands.” Many people told Westbrook that English majors were meant to teach, but her education at WKU showed her the plethora of options available to English majors. “English majors can be content writers, copywriters, bloggers, authors, journalists, SEO content specialists—the list goes on. Writing is experiencing a renaissance period in a lot of ways, and I am thrilled to be here for it.” When she isn’t working, Westbrook loves to travel, garden, cook, and read the works of David Sedaris.

Westbrook recommends that students take advantage of all the resources available to them. “Go see your professors. Visit them during office hours, even if it feels uncomfortable and excessive. I rarely went to see professors outside of class, and I only hurt myself by staying away. They are genuinely there to help you, so just let them.”

