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**Katja Wald**

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# PORTFOLIO

Marketing Projects

# Katja Wald

## Articles & Blog Posts

- [3 Tips to Help Founders Build Productive Bonds with Mentors](#)
- [10 Ways to Reboot Your Privacy at Work](#)
- [The Time is Now to Limit Russian Hacker Access to Publicly Available PII](#)

## Landing Pages & Webinars

Content Syndication with CIO Magazine

The screenshot shows a landing page for a webinar. On the left, there's a main heading "The Business Risk of Employee Personal Info Online" with a sub-heading "A Review and Discussion of DeleteMe's 2023 PII Exposure Risk Report". Below this is a "Tell Me More" button. On the right, there's a "Register Now" form with fields for First Name, Last Name, Job Title, Company, and Email, and a "DATE TO WATCH" button. Below the form, there's a "Speakers" section listing Rob Shavell (CEO & Co-Founder) and John Gilmore (Head of Research).

In-House Webinar

The screenshot shows an in-house webinar registration page. The main heading is "Webinar: Personal Data's Role in Enterprise Social Engineering Attacks". Below this is a "Download Recording" button. There's a registration form with fields for First Name, Last Name, Job Title, Company, and Email, and a "Click to Watch" button. Below the form, there's a "Speakers" section listing Rachel Tobac (CEO of SocialProof Security) and Rob Shavell (Co-Founder and CEO of DeleteMe).

Free Trial

The screenshot shows a landing page for a free trial offer. The main heading is "Great to meet at RSAC 2023! Let's get you a complimentary Platinum Membership." Below this is a "Redeem your complimentary Membership" form with fields for First Name, Last Name, Title, Company, and Email, and a "SUBMIT" button. To the left, there's a section titled "Keep employee personal information from being weaponized against your organization." and "Key Platinum Plan Features" including Business platform access, Enhanced coverage depth, Standard coverage for one family member, Monthly scans, opt-out requests, removals, and reports, A dedicated Privacy Advisor, and Unlimited custom requests.

Coffee & Demo

The screenshot shows a landing page for a coffee and demo offer. The main heading is "Coffee is on us! Demo DeleteMe and we'll send you a \$50 Starbucks gift card." Below this is a "Contact us to schedule" form with fields for Email, First Name, Last Name, Company, and Job Title, and a "Submit" button. To the left, there's a section titled "Keep employees' personal data from being used and abused by others." and a list of features including Proactive data removal, Exposure risk reporting, and High-quality support.

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## Podcast Ads

Security Now! Outline for host read ad [Minute 47:11]

## LinkedIn Ads

Delivery & Demo Campaign [Ad & Post Copy]

**DeleteMe**  
69 followers  
View full page

**DeleteMe**  
69 followers  
Promoted

DeleteMe scans public data sources requests removals and proactively monitors the open web for new data. Schedule a demo to learn more, and as a thanks, we'll send you \$50 for lunch.

**pri·va·cy**  
/ˈprɪvəsi/  
noun

1. The state or condition of having public-facing, high-profile executives and employees free from being disturbed by other people online or at their home.

Schedule Demo **DeleteMe**

Personal information can be dangerous.  
info.joindelete.me [Request Demo](#)

**DeleteMe**  
69 followers  
View full page

**DeleteMe**  
69 followers  
Promoted

DeleteMe's proven approach to personal data opt-out and removal decreases organizational risk from vulnerabilities like harassment. Schedule a demo to learn more, and as a thanks, we'll send you \$50 for lunch.

**High-Profile Professionals Face High-Stakes Threats**

It's time to protect their privacy

Attend a demo & a lunch gift card is on us

Schedule Demo **DeleteMe**

DeleteMe removes exposed information.  
info.joindelete.me [Request Demo](#)

**DeleteMe**  
69 followers  
View full page

**DeleteMe**  
69 followers  
Promoted

DeleteMe makes it simple for organizations to control how their employee's personally identifiable information is used and abused by others. Learn more, and as a thanks, we'll send you a gift card to order lunch.

**Personal Information is Ripe for Abuse**

Attend a demo, learn more & a lunch gift card is on us.

Schedule Demo **DeleteMe**

Don't get abused.  
info.joindelete.me [Request Demo](#)

Like Comment Share Send

**DeleteMe**  
69 followers  
View full page

**DeleteMe**  
69 followers  
Promoted

DeleteMe scans public PII sources requests removals and proactively monitors the open web for new data. Schedule a demo to learn more, and as a thanks, we'll send you \$50 for lunch.

Search

**The Open Web is as Dangerous as the Dark Web**

Attend a demo, learn more & a lunch gift card is on us.

Schedule Demo **DeleteMe**

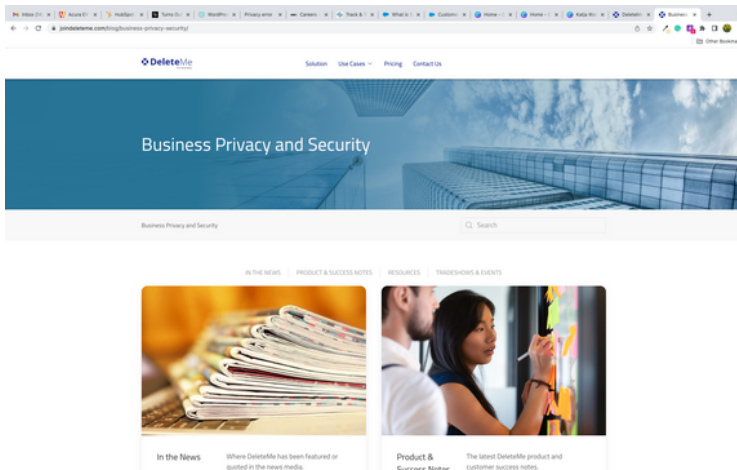
How do we remove personal information?  
info.joindelete.me [Request Demo](#)

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## WordPress/Websites

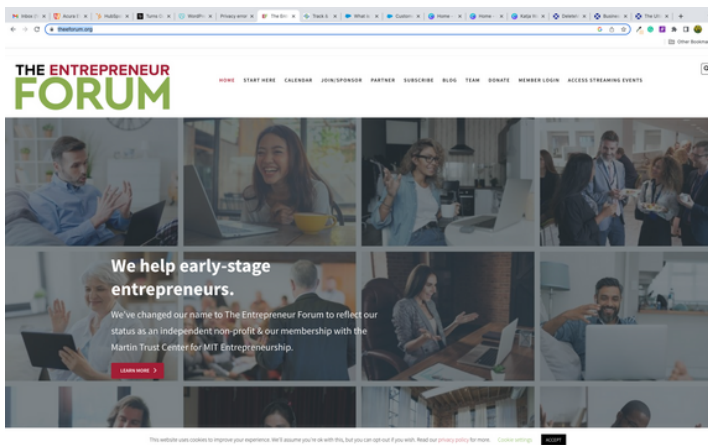
### DeleteMe B2B Blog

Worked with the developer to launch DeleteMe's B2B Blog. Maintained the blog and worked with the team to create content targeting specific keywords.



### eForum Website

Designed, built, and maintained the content on the eForum's website both before and after the re-branding. Tied the website in with the backend member management/event registration system.



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## Infographic

### WEAPONIZED PERSONAL DATA IS YOUR ORGANIZATION AT RISK?

