

Catherine M. Wolinski

Content Strategy | Professional Writing | Social Media
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COPYWRITING & BLOGGING EXPERIENCE (Contract)

Brooklyn.com, Brooklyn, N.Y.

(Aug. 2012–Present)

Staff Writer and Beer Book Contributor/Curator (Freelance)

- Curated inaugural [Queens Beer Book](#), promoting local beer at 30+ bars, breweries & restaurants
- Composed and edited copy for [Brooklyn Bar Guide](#) (2013, 2014 & 2015) and [Queens Bar Guide](#)
- Awarded “Top Wrangler” for contributing most bars and reviews to Brooklyn Beer Book 2015 ed.

Happy/Happy Any Hour, Happy Labs Inc., Brooklyn, N.Y.

(Nov. 2014–Feb. 2015)

Community Manager and Copywriter (Contract)

- Launched 35% of business partnerships for startup mobile app offering “[happy hour on demand](#)”
- Managed all public relations, social media and bar-app relationships throughout NYC launch
- Contributed call-to-action copy and 100+ bar descriptions for display and advertisement in app
- Updated specials/drink offers to reflect changing menus and availability for partner businesses

The Pintley Company, Boston, MA

(Feb. 2014–May 2014)

Event Host and Invitation Writer (Temp)

- Served as New York representative and host for “Rare Beer Launch Parties” organized by [Pintley](#)
- Applied craft beer expertise to announce beers, brewers, run raffles and field attendee questions

Freelance Contributor/Copywriter, Brooklyn & New York, N.Y.

(June 2010–Present)

- Brooklyn Brew Shop, Brooklyn, N.Y.
- Thrillist Media Group, New York, N.Y.
- *The Village Voice* (Fork in the Road blog), New York, N.Y.
- Blood, Sweat & Cheers, Brooklyn, N.Y.
- You&Me Concierge (prev. HowAboutWe.com/Couples), Brooklyn, N.Y.
- Zeel.com, New York, N.Y.
- Collective Clicks, Los Angeles, CA

Patch.com, America Online, Long Island and Brooklyn, N.Y.

(June 2010–Jan. 2011)

News Reporter and Backup Editor (Freelance)

- Reported hyper-local news for Patch entities in Port Washington, N.Y. and Huntington, N.Y.
- Initiated Patch launch in Bedford-Stuyvesant as appointed Community Listings Coordinator

EDITORIAL & TRADE NEWS EXPERIENCE (Full Time)

Vision Monday Magazine (VM), Jobson Medical Information, New York, N.Y.

(May 2012–Nov. 2014)

Associate Editor and Social Media Coordinator (Dec. 2013–Nov. 2014)

Assistant Editor (May 2012–Dec. 2013)

- Refined VM social media strategy, achieving 74% follower growth on Facebook and 200% on Twitter
- Revamped “[CLICK](#)” e-blast and web content covering digital, social, mobile and e-commerce trends
- Established recurring front-of-book features profiling indie retailers and small business best practices
- Produced and contributed weekly *VMail* e-newsletters and daily news content for VisionMonday.com
- Improved company blog and website (copy/video/multimedia) via content management system (CMS)

Fox Broadcasting Company, New York, N.Y.

(Mar. 2011–May 2012)

Sales Assistant

- Supported sales team in securing, scheduling and maintaining commercial contracts with advertisers
- Liaisoned communication between ad agency buyers, Fox account executives and traffic coordinators

Access Intelligence, New York, N.Y.

(Dec. 2010–Mar. 2011)

Editorial Assistant, PR News and Managing Editorial Assistant, min

- Authored 8 cases for *PR News Top 100 Case Studies of 2010*, profiling major brand PR campaigns
- Produced webpage for *min* 2010 “Best of the Web Awards” (copywriting, editing and image editing)

EDUCATION

Binghamton University (SUNY), Vestal, N.Y.
Bachelor of the Arts, *Cum Laude* with Honors, English
Major(s): English, Creative Writing & Global Culture
Minor: Cinema

(Aug. 2006–May 2010)

Binghamton University Semester-in-London Program
Florida State University Centre, London, U.K.

(Jan. 2008–May 2008)

Additional Achievements & Associations

- National Association of Professional Women *(2015–)*
- American Homebrewers Association *(2015–)*
- Optical Women's Association *(2012–2014)*
- Certification in WordPress (via Writers Basement) *(2011)*
- Sigma Alpha Lambda National Leadership and Honors Organization *(2006–2010)*
- Sigma Alpha Pi National Society of Leadership and Success *(2006–2010)*
- Girl Scout Gold Award *(2006)*
- NCTE Promising Young Writer Award (New York State Winner) *(2002)*