

# Kathy Sena

Journalist  
Content-Marketing Writer  
Brand Storyteller

Member, American Society of  
Journalists and Authors



## PUBLICATION CREDITS

### Branded Content

Ford  
Visit California  
USAA  
Nationwide  
Volvo  
JWMarriott  
21st Century  
OnStar  
Carrier  
Good Neighbor Pharmacy  
Unilever

### Consumer Publications

Woman's Day  
USA Today  
AARP the Magazine  
Los Angeles Times  
Newsweek  
Shape  
Weight Watchers Magazine  
Family Circle  
Los Angeles Times Syndicate  
New York Times Syndicate  
United Parenting Publications

## AGENCIES

Time Inc. Content Solutions  
PACE  
Campbell Ewald  
Manifest (McMurry/TMG)

## SOCIAL MEDIA

For 2.5 years, I was the social-media reporter for Consumer Reports, working closely with CR's editors, interacting with readers and managing the @CRReporter Twitter account.

## EDUCATION

### Arizona State University

Bachelor of Science in Journalism, Minor in Advertising

## CONTACT

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[www.kathysena.com](http://www.kathysena.com)

### Portfolio:

<https://kathysena.contently.com>

### LinkedIn:

[www.linkedin.com/in/kathysena](http://www.linkedin.com/in/kathysena)

## ABOUT ME

I love telling stories. For years, I wrote for consumer publications. Now I use my journalism skills to tell brands' stories and to help them enhance their customer relationships through service pieces, customer profiles and more. I work directly with brands and also through content-marketing agencies.

Let's talk!