

CATHERINE W. EKONOMOU

Editorial & Branded Content Writer

Brooklyn, New York
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EXPERIENCE

Freelance Writer, New York, New York

FEBRUARY 2017 - PRESENT

GoVisitNYC - Wrote lifestyle and travel content for soon-to-launch tourist site.

AdmissionSmarts - Developed editorial strategy to expand brand into lifestyle space, created content calendar and wrote 50+ blog posts.

Edelman, Washington, D.C.

Account Executive

FEBRUARY 2016 - FEBRUARY 2017

Wrote op-eds, sponsored content, blogs, video scripts and executive-level speeches (SC Johnson, UN Global Compact, American Nurses Association).

Created and managed editorial calendars, and executed all thought leadership, employee engagement and editorial content (Hilton, Wounded Warrior Project).

Created, pitched and authored original blog series, *Ten Minutes*, as a personal branding effort and thought leadership platform for Edelman.

Assistant Account Executive

APRIL 2015- FEBRUARY 2016

Managed day-to-day activities and project trackers for 5+ accounts serving as central liaison between multiple teams, clients, vendors and freelancers.

Wrote brand narratives, supporting messaging, newsletters and social copy.

Intern

NOVEMBER 2014 - APRIL 2015

Supported Edelman's Writing team on long and short form client-facing content.

Human Rights Campaign, Washington, D.C. — *Intern*

MAY 2013 - AUGUST 2013

Supported media and marketing teams including live, on-the-ground coverage of Supreme Court rulings on California's Prop 8 and DOMA.

Researched, wrote and designed 2013 keynote presentation for annual board meeting.

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SKILLS

CMS

Writing & Editing

Social Media

Project Management

AP Style

People Person (ENFP)

At-Home Chef

Novelist

EDUCATION

U. of Oklahoma

AUGUST 2010 - MAY 2014

Bachelor of Journalism:
Professional Writing

Bachelor of Arts &
Sciences: **Religious
Studies**

Member, Chi Omega