

CATHERINE GIN

Digital communications specialist



COMMUNICATIONS EXPERIENCE

Freelance, Editor, copy editor and social media consultant, U.S. and Australia

- Clients: Ad Age, Martha Stewart Living, Women's Health, Weight Watchers and ConsumerSearch
- Copy edited Women's Health feature Fragrant Attraction, winner of The Jasmine Award for Literary Excellence and Best Practical Guide to Fragrance 2009

Deadline Club, Society of Professional Journalists, Board member

- Judged awards and assisted in club's marketing, social promotion, events and administration

Crain Communications, Web/newsletter editor, Ad Age

- Managed social media accounts, increasing Twitter followers by 60,123, Twitter impressions by 7 million, LinkedIn followers by 265,000 and Facebook likes by 73,000 within 12 months
- Created and published up to four newsletters daily and up to 18 weekly to 692,000 subscribers
- Conducted marketing for events, competitions and products in social media promotions
- Compiled analytics reports to develop strategies to increase traffic, reach and engagement
- Edited news articles for adage.com, reaching 2.65 million unique monthly users
- Wrote daily Hot Spots new ad releases column; hired and managed interns

TiVo (previously Rovi Corporation), Content editor

- Launched, wrote, edited and maintained digital entertainment guide for networks across Australia

Nomad Editions, Associate editor

- Edited copy and developed social media strategy for weekly and monthly iPad and online titles

Snooth Media, Editor: Snooth (wine), TheSpir.it (cocktails), WhatsCook.in (food)

- Wrote and edited daily articles, slideshows and newsletters for websites with reach of 10 million

Patch, Community listings copy editor

- Edited copy and photos for hyper-local news and information websites with reach of 4.7 million

U.K.: Oxfam Great Britain, Online content assistant and Talking Books blog editor

- Launched site, wrote blog posts, coordinated bloggers and assisted with social media marketing

Australia: Pacific+, Copy chief and City Guides editor: Virgin Blue Voyeur

- Maintained 100% error-free policy, oversaw editorial trafficking and managed freelancers
- **Bauer Media Group**, Copy editor: Woman's Day
- Fact-checked and copy edited gossip and lifestyle stories for Australia's No. 1 weekly magazine **Pacific+**, Copy editor
- Launched, fact-checked and edited custom titles for clients including Lexus, Volvo and Nestlé
- **Fairfax Community Newspapers**, Slot and production editor
- Managed copy editors in designing, editing and publishing content for 13 weekly newspapers

SKILLS

Adobe Creative Suite, Microsoft Office, WordPress, Salesforce, SocialFlow, Chartbeat; SEO, HTML, social media analytics, photography, video production and editing for social media; Facebook, Twitter, LinkedIn, Instagram, Snapchat, Google+, Tumblr, Pinterest; AP Stylebook, Chicago Manual of Style

EDUCATION

New York University, Master of Science in Publishing: Digital and Print Media (courses studied)

University of Sydney, Diploma of Arts in English Literature, with Merit

University of Technology, Sydney, Bachelor of Arts in Communication: Journalism