

Catherine M. Wolinski

Content Strategist Specializing in Beer & Business Writing
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FREELANCE WRITING/CONTRACT EXPERIENCE

Brokelyn.com, Brooklyn, N.Y.

(Aug. 2012–Present)

Staff Writer and Beer Book Contributor/Curator (Freelance)

- Curated the inaugural [Queens Beer Book](#), promoting beer at 30+ bars, breweries and restaurants
- Composed and edited copy for [Brooklyn Bar Guide](#) (2013, 2014 and 2015) and [Queens Bar Guide](#)
- Awarded “Top Wrangler” for pitching and closing most bars for Brooklyn Beer Book 2015 edition
- Formed partnership with Brooklyn Brewery as official beer sponsor at Brokelyn 5th Anniversary

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 prior to/during 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 (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)

- Thrillist Media Group, New York, N.Y.
- *The Village Voice* (Fork in the Road), 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

FULL-TIME WORK/OFFICE EXPERIENCE

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
GPA: 3.85

(Aug. 2006–May 2010)

Binghamton University Semester-in-London Program
Florida State University Centre, London, U.K.
GPA: 4.0

(Jan. 2008–May 2008)

Additional Achievements & Associations

- American Homebrewers Association *(2015)*
- Optical Women's Association *(2012–2014)*
- Certification in WordPress (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)*