

Kate McClare
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SUMMARY

Veteran editorial content manager with strong writing skills and special expertise in custom publishing. Extensive experience in copy editing, fact-checking and proofreading, applying strong command of grammar, usage and spelling and expert knowledge of AP Stylebook and Chicago Manual of Style. **CMS and Software Knowledge:** Proficient in WordPress, InCopy, Adobe; comfortable with InDesign.

AREAS of EXPERTISE

Web Content Creation

Copywriter - Target Wide (Miami, FL; December 2013 - June 2015)

Member of content team for digital marketing company. Wrote blog posts, newsletter articles and promotional copy for clients, using SEO and keyword strategies.

Writer/Editor - Demand Media (Santa Monica, CA; 2009 - 2011)

Freelance copy editor and writer for major provider of online content.

Editorial Project Management

Editor - Starboard Cruise Services/Onboard Media (Miami, FL; January 2006 - Present)

Head of editorial team within Marketing Department of Starboard Cruise Services, leading provider of retail programs for major cruise lines. Work in collaboration with design, production and sales teams on projects including catalogs, promotional brochures, web copy, video scripts for clients in cruise markets from Asia to the Caribbean; manage content for business proposals and marketing communications. Responsible for managing staff editors and hiring freelance writers as needed. While handling Starboard duties, also manage custom cruise publications for sister company Onboard Media.

Editor - ABARTA Media (Miami, FL; April 2000 - January 2002)

Managed editorial content of *WHERE Miami*, monthly visitor magazine distributed at upscale hotels throughout South Florida. Worked in collaboration with art director and sales team; cultivated supportive relationships with hotel concierges, who were essential to our success with readers and advertisers.

Copy/Content Editing

Copy Editor, TrialGraphix (Miramar, FL; July 2004 - January 2006)

Edited and proofread legal presentations for litigation services company, making sure case facts presented accurately.

Senior Editor, American Media (Boca Raton, FL; January 2002 - July 2004)

Assisted in planning and editing of feature stories for entertainment tabloid *The Weekly World News*.

Copy Editor, Palm Beach Post (West Palm Beach, FL; March - July 1984)

Hired on temporary basis to edit local news stories.

Daily Journalism (Editing/Writing)

Boca Raton News (Boca Raton, FL; July 1984 - April 2000)

The Sun-Tattler (Hollywood, FL; February 1982 - August 1983)

Foster's Daily Democrat (Dover, NH; February 1979 - March 1981)

EDUCATION

B.A. English with journalism concentration

Cum laude, 1978 University of New Hampshire (Durham, NH)