

CATHERINE HAYES

WRITER | EDITOR | CONTENT MANAGER



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ABOUT ME

I am a seasoned communicator with over a **decade** of experience in **improving communications, increasing audience reach, and promoting sales** through **technical and creative writing, copy editing, proofreading, researching, content production, and social media management**. Clients and employers include **scientific, government, and private organizations**. I work **quickly and efficiently** to **create, review, and revise** copy. I am a **team player** who often works **behind the scenes** to **execute** the **smallest details** to ensure the **largest successes**.

EXPERIENCE

Rocky Mountain Writing Co. | Owner | 2021 – present

Livestream Learning Studio | Independent Contractor | 2022 – present

Clinical RM | Independent Contractor | 2010 – 2015

US Geological Survey | Independent Contractor | 2011 – 2012

- **Promote clients, attract customers, increase social media reach, and meet required brand standards** and formatting specifications
- **Produce** and **copyedit** communications to ensure **accurate, entertaining, eye-grabbing messages** reach intended audience
- **Research** industries and **competitors** to **improve reach + conversion**
- **Collaborate** with stakeholders to ensure **accurate, exceptional, timely** final products

Revolution Power Yoga | Avon, CO | 2021 – present

Communications Manager + Social Media Manager

- **Concept, write** and **distribute** newsletter to 4,000+ members
- **Create, manage** social media **campaigns** to **inform** and **attract** members and new **clients; grow presence** and **increase followers**

Eagle River Water & Sanitation District | Vail, CO | 2010 – 2021

Administration Manager (2018 – 2021) | District Administrator (2016 – 2018) | Communications Specialist (2010 – 2016)

- **Implemented sustainability programming** that **reduced carbon emissions, saved tens of thousands of dollars, and improved employee morale** and buy in
- **Strengthened community partnerships** and positioned organization as a **leader in sustainability** and environmental programming
- **Create, proof, and copyedit communications** to **inform** customers, employees, and stakeholders; ensure scientific, technical topics are **understandable** to lay audiences
- **Led website overhaul project** to provide **user-friendly** platform, facilitate **online bill pay**, and increase **customer satisfaction**
- Manage a diverse group of employees in sustainability programming, records management, and board administration
- Create, recommend, and implement **organizational strategic policy initiatives** to improve **efficiency, satisfaction, and meet stakeholder expectations**.

"She edited my website content beautifully. Catherine is very professional and easy to deal with. I highly recommend her."

"Just brilliant, and fast! Finally found my go-to editor who spends the time to give the content the boost and polishing it needs!"

"Catherine was prompt, professional, and did excellent work. Her questions made it clear she was invested in helping me achieve my goals and not just trying to check a box to get to her next task."

"Catherine is a copyediting ninja!"

SKILLS

Proofreading
Copyediting
Formatting
Data analysis
Technical writing
Blogging
Articles
Website design + edit
Research
Social media management

EXPERTISE

Microsoft Office
Adobe Acrobat
Adobe Creative Suite
Google Docs
LinkedIn
Facebook
Instagram
Meta Business Suite
WordPress
AP, Chicago, MLA Style Guide

EDUCATION

University of St. Thomas
B.S. Biology – 2003

Colorado State University
M.S. Journalism and
Technical Communication –
2010