

COLLEEN KANE

Brooklyn, NY

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PROFILE

Writer with comprehensive journalism, agency, and editorial experience covering business, real estate, lifestyle, and more. Expertise in content marketing, blogging, copywriting, and copyediting.

PROFESSIONAL EXPERIENCE

FREELANCE COPYWRITER AND CONTENT MARKETER

2013 – 2017

- Write case studies and edit website copy for a **MARINA MAHER COMMUNICATIONS** pharma client, New York, NY
- Write product descriptions, copy, and social posts for fashion/home goods business **BRADY BROTHERS LUMBER**, New York, NY
- Write web and brochure copy, emails, blog posts for **BABY+CO** birthing centers, New York, NY
- Wrote, edited, and SEO optimized copy, **KATHLEEN PALMER MEDIA**, Saratoga Springs, NY
- Wrote e-commerce product guides for Time and Sunset, **TIME INC.**, New York, NY
- Wrote copy, B2B blog, case studies for **ORC/THE ENGINE GROUP** agency, New York, NY
- Wrote sponsored content blog posts for **VICE MEDIA**, New York, NY
- Wrote sponsored content blog posts for **GAWKER MEDIA**, New York, NY
- Wrote content for the sustainable fashion brand **ZADY**, New York, NY
- Wrote copy for catalogs and presentations for **CHANDELIER CREATIVE** beauty and retail clients, New York, NY
- Wrote case studies of social media campaigns for **PULSE POINT GROUP**, Austin, TX

DDB WORLDWIDE, New York, NY

2015 – 2016

Content Marketing Editor

I curated, edited, and wrote an extensive body of articles and other informational materials for a section of State Farm's website that relaunched as the revamped Simple Insights microsite.

FREELANCE JOURNALIST AND EDITOR

2013 – 2017

- Write home and real estate articles for Realtor.com, **MOVE, INC.**, New York, NY
- Wrote articles for Fortune and Money, **TIME INC.**, New York, NY
- Wrote student profiles for the **COLUMBIA LAW SCHOOL** graduation website, New York, NY
- Wrote lifestyle articles for the **PHILADELPHIA INQUIRER**, Philadelphia, PA
- Top edited posts for the beauty blog xoVain, **SAY MEDIA**, New York, NY
- Wrote news articles for **MSN NEWS**, New York, NY

CNBC DIGITAL, Englewood Cliffs, NJ

2010 – 2013

Syndication Writer

Wrote and produced mix of slideshows per week and articles for financial news website, many covering real estate and luxury. Content was shared with syndication partners like Yahoo! home page to boost page views and unique visitors to CNBC.com. Continued to freelance through 2017.

- Wrote 31 of CNBC's 100 top performing stories / sliders on Yahoo! in 2012, of which 15 were original ideas. Of my 10 top performing slideshows, 6 were original ideas.
- In 2013, broke the story of the cottage where Bruce Springsteen wrote "Born to Run" going on sale, which was picked up by scores of other news outlets.

- Strategized content for sharing by brainstorming with marketing department.
- Cultivated relationships with real estate contacts, resulting in tips, leads, and access to photos.

FREELANCE WRITER AND BLOGGER

2007 – 2010

- Wrote features and interviewed celebrities for Penthouse, Plenty, and BUST magazines.
- Wrote essays for Radar Online, Huffington Post, and The Frisky.
- Curated and wrote photo galleries for TruTV and 3 AOL sites.
- Wrote column for the blog/e-newsletter Brooklyn Based, covered local food for Nona Brooklyn.
- Blogged daily on Nerve.com, also posted for Plenty magazine and 2 other eco lifestyle blogs.
- Co-presenter of the Core Conversation, “How to Make a Living as a Blogger” at South by Southwest Interactive 2010 in Austin, drawing capacity attendance.
- Created popular photo blog Abandoned Baton Rouge, attracting 3,500 Facebook fans and numerous media mentions including radio interview on local NPR affiliate.

PLAYGIRL MAGAZINE, New York, NY

2005 – 2007

Senior Editor

2006 – 2007

Executed editorial work including fielding pitches, managing story budget, and writing, editing, as well as recruiting and supervising interns.

Associate Editor

2005 – 2006

Wrote, proofed, and edited feature stories, columns, product and media reviews, celebrity and model interviews, and fiction. Created editorial style guide. Planned promotional parties.

BUST MAGAZINE, New York, NY

2002 – 2005

Assistant Editor

2003 – 2005

Multitasking editor of beloved independent women’s magazine, fielding and presenting freelance pitches to editorial staff, and managing story budget.

Proofreader

2002 – 2003

Created this freelance position on a 4-person staff, responsible for proofreading entire magazine.

PUBLICATIONS OF NOTE

Contributed an essay to the book *Madonna and Me* (Soft Skull, 2012)

Essay and photograph published in Oxford American’s 2010 “Best of the South” issue

Contributed a chapter to *Mortified: Love is a Battlefield* (Simon Spotlight, 2008)

Edited copy for the bestselling knitting guide *Stitch 'N Bitch Nation* (Workman, 2004)

RELATED EXPERIENCE

Created, produced, and hosted Brooklyn reading and storytelling series Show and Tell
 Read memoir pieces onstage in the nationwide reading and storytelling series Mortified (NYC), as well as Travelogue, and the New Orleans edition of the NYC series How I Learned

EDUCATION AND PROFESSIONAL DEVELOPMENT

BA, Journalism and Mass Media, Rutgers University, New Brunswick, NJ

SEO Best Practices seminar / LinkedIn for Journalists seminar