

# KATHERINE BURNS

*Master's in Journalism Candidate at NYU | Copywriter*

## EMPLOYMENT HISTORY

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### CONTENT WRITER/PODCAST PRODUCER

Apr 2022 - Jan 2024

*Aston Carter (Allegis Group)*

*Hanover, MD*

- Interviewed subject matter experts to develop website content demonstrating Aston Carter's expertise in the market.
- Developed multi-channel copy, and brainstormed the layout for website pages, social media content, email campaigns, and digital ads.
- Collaborated with digital, design, and internal teams to optimize site content.
- Partnered with subject matter experts to write professional copy for marketing and sales collateral.
- Produced video and audio, edited, and acted as a project manager for Aston Carter's official podcast, Solver Studio.

### JUNIOR EDITOR/SOCIAL MEDIA MANAGER

May 2021 - Dec 2023

*Coast 2 Coast Movement*

*Lobitos, Peru*

- Pitched, wrote, and produced blog content and SEO articles focused on coastal communities.
- Developed social media strategy for an environmental and educational non-profit.
- Curated, shared, and optimized social media content, including Instagram Stories, Reels, and TikTok content.

### ACQUISITIONS EDITOR

Jan 2021 - May 2021

*Apprentice House Press, Loyola University Maryland*

*Baltimore, MD*

- Worked at Loyola Maryland's student-run book press.
- Read and evaluated 8-10 submitted manuscripts weekly.
- Responded to emails and queries from authors and literary agents.
- Acted as a formal editor for contracted authors.

### AUTHOR, PODCAST HOST

May 2022 - Present

*Strictly KB*

- Author newsletter showcasing personal essays, interviews, and fiction.
- Produced and edited my podcast discussing female empowerment, mental health, self-love, and pop culture.

## EDUCATION

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### MASTER'S IN AMERICAN JOURNALISM

2022 - Present

*New York University*

*New York, NY*

Pursuing a Master's degree in Journalism at NYU, with a focus on investigative reporting, multimedia storytelling, and digital journalism. Developing advanced skills in writing, content creation, and research through coursework and hands-on projects.

### BACHELOR OF ARTS IN JOURNALISM, ENGLISH MINOR

2017 - 2021

*Loyola University Maryland*

*Baltimore, MD*

### CONCENTRATION IN COMMUNICATIONS

Sep 2019 - Dec 2019

*The American University of Paris*

*Paris, France*

## SKILLS

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Copywriting, Social Media, Podcasting, Editing, Content Writing, Audio Editing, Adobe Creative Suite, Hindenburg, SEO.

## LINKS

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Portfolio: [www.katherineburnscreations.com](http://www.katherineburnscreations.com).