

KATHERINE WATT

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EDUCATION

Colgate University – Hamilton, NY

Aug. 2018- May 2022

Bachelor of Arts, English Literature

- GPA: 3.81, Summa Cum Laude, Dean's Award with Distinction
- Board Member of the Affiliated House Corporation at Gamma Phi Beta Sorority

EXPERIENCE

Ziff Davis

Writer I – **CNET Money** – New York, NY

Feb. 2023- Present

- Managed CNET Money's mortgage coverage to produce engaging content and drive its positioning in the personal finance news market, publishing over 75 articles in a year
- Served as a spokesperson for CNET Money, regularly appearing on syndicated TV and radio segments, including CBS and Fox News, to build brand awareness and drive valuable user traffic as well as backlinks from high domain authority publications
- Synthesized expert opinions with market data to communicate complex financial topics for daily readers, regularly interviewing 3-5 subject matter experts per publication to craft market news and advice stories

Red Ventures

Associate Writer – **NextAdvisor with TIME** – New York, NY

June 2022- Jan. 2023

- Wrote and published over 35 news and advice articles on mortgages, home equity, and banking trends within eight months to support the personal finance coverage team
- Incorporated SEO best practices into content to drive traffic to the webpage during significant economic events, such as Federal Reserve decisions, resulting in record high revenue weeks
- Refreshed existing content on a weekly basis with data and research updates to improve ratings within Google's evaluation framework, increasing the webpage's share of voice relative to its competitors

Editor Intern – **Healthline** – Charlotte, NC

June 2021- Aug. 2021

- Edited and published educational content using best practices and in-house style guides for the team covering general health inquiries and clinical diagnoses
- Assisted with data collection, research, and content updates to support the 10-person team responsible for managing the high demand search queries from users

CAMPUS AND COMMUNITY INVOLVEMENT

Facility Manager – **Gamma Phi Beta Sorority** – Hamilton, NY

Aug. 2021- May 2022

- Served as a liaison between the chapter and Colgate's Residential Services to ensure resident well-being and facility upkeep

Field Intern – **Michelle Hinchey for NYS Senate** – Albany, NY

July- Nov. 2020

- Engaged over 300 voters leveraging daily phone banks over the span of three months
- Trained volunteers during the campaign's Get Out the Vote Initiative, reaching +4,000 voters each day as a team

ADDITIONAL DATA

- **Relevant Skills:** SEO best-practices, Microsoft Word, WordPress, Data Visualization, Storytelling
- **Trainings:** Completed media training for TV and radio appearances in 2023
- **Toolkit:** Infogram, Canva, Wordsmith, Looker, Chartbeat, Surfer SEO