**Christine Slattery**
240-380-4000 | chris.slattery1@gmail.com

**Objective**
Generalist specializing in features, advertorial and internal/external communications. Areas of expertise include (but are not limited to) travel and hospitality, lifestyle, entertainment, brand awareness, health and healthcare, arts nonprofit, retail, long and short form features, ads, marketing content, legacy and corporate storytelling, speeches, scripts, storytelling, social media. Editing, proofreading, rewrites. Brand voice and corporate style expert, AP maven, idea generator with hands-on experience from Fortune 100 to small boutique agencies.

Experience

## freelance writer/editor | self employed | april 2009-present

* Brand specialist, creating ad campaigns, and supplying ad, website, newsletter, and marketing copy.
* Advertising copywriter creating content across platforms for ad and marketing agencies.
* Long-and-short-form feature writer for travel, tech, and lifestyle publications, producing articles for print and online magazines and multi-platform content for social media and the web.
* Contingency writer for academic, government, corporate and technical publications serving a diverse professional audience in print and online.
* Contract writer, consultant and brainstormer collaborating directly with creative teams on projects for companies including Capital One, Marriott, Mortgage Bankers Association, American University, UMGC, National PTA, and more.

## INTERNAL COMMUNICATIONS COPYWRITER | NOVEMBER 2022-May 2024

## **U.S. Agency for Global Media (USAGM), Washington, DC (contract)**

## Wrote creative copy for a variety of platforms to represent the Department of Defense Agency supporting Voice of America, Radio Free Europe, Radio Free Asia, Radio Free Africa, and other entities bringing freedom of the press to closed societies and working to inform, engage and connect people around the world in support of freedom and democracy.

## Provided all manner of communications to order as needed: C-suite speeches/communications vehicles; internal and external email, brand messaging, web, video scripts, webinars, marketing collateral, product presentations, SMS, mobile push, blogs, fact sheets.

## Collaborated with creative director and clients to deliver in-house publicity campaigns for events, including departmental presentations, educational opportunities, cultural celebrations, charity drives, and agency-wide meetings.

## Edited, constructed, and approved social media posts.

## Served as expert in copy style guidelines.

## SENIOR COPYWRITER | JUNE 2021-DECEMBER 2021

## **Capital One, McLean, VA (contract)**

## Supported Fortune 100 fintech and its clients with compelling copy and creative concepts.

## Wrote creative copy for a variety of platforms: email, brand messaging, web, video scripts, webinars, marketing collateral, product presentations, SMS, mobile push, blogs, fact sheets.

## Involved in B2B and B2C projects from concept to delivery.

## Delivered assignments on time while consistently meeting client quality standards.

## Served as expert in copy style guidelines.

## Digital communications specialist | january 2020-OCTOBER 2020

## **American University, Washington, DC (part-time)**

* Curated, wrote, and published TWAU, a weekly newsletter to an audience of 35,000; tasks included writing editorial calendar, headlines, condensed story descriptions, and intros.
* Used CMS to post new stories to the AU news pages; update the University Communications page and companion websites with fresh, relevant stories from TWAU.
* Conducted interviews to write long-form feature articles for internal news and university initiatives.

## senior feature writer | culturespotmc | march 2016-december 2019

* Researched and drafted articles, news, and shorts for the Arts and Humanities Council of Montgomery County, a nonprofit designed to foster the arts and arts education especially for K-12 students and families.
* Responsible for headlines, photo cut lines, intros, blurbs, infographic, and calendar material.
* Scheduled and executed interviews with subjects prior to writing articles; coordinated photography and artwork supplied by subjects and functioned as photojournalist, as necessary.
* Brainstormed and maintained editorial calendars with *CultureSpotMC’s* executive editor.

## marketing director | blackrock arts center | sept. 2009-april 2010

* Supervised marketing for an arts education and performance venue designed to provide extracurricular arts activities for children in K-12 and their families.
* Wrote RFPs, press releases, newsletters, direct marketing materials, speeches, and performance and education brochures for arts non-profit theater, art gallery, and education center.
* Spearheaded the creation and complete renovation of internal and external websites.
* Maintained website, social media: launched blog, implemented Twitter, upgraded Facebook page. Created and linked online media content.

ENTertainment Reporter | GAZETTE | 1999 **– APRIL 2009**

* Covered music, arts, and entertainment for 800,000+ readers weekly in print and online. Pitched, researched, and wrote up to five stories a week under deadline.
* Wrote extensively for the company’s specialty marketing publications.
* Held a highly visible spokesperson position presenting and commentating on air for Montgomery Community Television’s “Gazette Newsmakers” cable news roundup.
* Won 13 in-house awards for feature writing, headlines, and column-writing, five Suburban Newspaper (SNA) Awards, and a WAMA nomination in 2006.

# Education

## bachelor of arts | may 1986 | siena college

* Major: English
* Minor: Education