

# KATE ACHILLE

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W: [kateachille.com](http://kateachille.com)

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## EDUCATION

New York University (2011- )  
CE in Digital & Graphic Design Production - Web Track

New School University (2007-2009)  
MA in Historical Studies

Rutgers University (2002-2006)  
BA in Journalism & Media Studies

- Double Major in History, Minor in Political Science

## EXPERIENCE

Freelance (2010-present)

- Web Writing, Social Media Marketing Consultant - Bob Bryan, Inc./Kaneka
- Event Planning & Public Relations - Borough of Red Bank Department of Parks & Recreation
- Editorial Assistant - Professor Charles M. Haar, Harvard Law
- Computer Education Tutor - Various Clients

Copywriter > Web Producer

Folica.com (2008-2010)

- Promoted within three months of hire to dual role
- Developed site voice and tone through site rebranding and full redesign
- Wrote and coordinated email marketing, banners, SEO-centric on-/off-site content design
- Created traffic-driving social media marketing campaigns to expand presence

Community Coordinator

Greater Brunswick Charter School (2006-2007)

- AmeriCorps\*VISTA member, Corporation for National & Community Service

Account Coordinator

The Devon Group Marketing & Public Relations (2004-2008, 2011- )

- Wrote and distributed press releases, media advisories, blog posts, and white papers
- Tracked media coverage and produced timely reports and campaign analysis for clients

## ET CETERA

- ▲ Accomplished blogger and social media enthusiast residing at [kateachille.com](http://kateachille.com)
- Published clips include a biography, magazine & newspaper work, blogging, web writing
- Forthcoming work includes multiple encyclopedia entries for Sage Publications, book project with the Harvard University Press
- Well-versed in multiple style guides including Chicago, AP, and MLA
- Computer skills: Mac/PC operating systems, MS Office, Open Office, Wordpress, Blogger, Twitter, Facebook, some HTML, multiple PMO, CMS, e-commerce applications, basic design ability, Omniture SiteCatalyst, Google Analytics
- Affiliations: American Historical Association, Pilates Method Alliance, Organization of American Historians, Clever Girl Online Collective
- Featured press coverage: [Associated Press](http://Associated Press) and SHRM Magazine articles
- Pilates mat-work instructor: Balanced Body University, projected completion Fall 2011
- Italian language skills: basic conversation, intermediate comprehension & translation, travel