

KATRINA M. RANDALL

585.729.5511

kmrandal@gmail.com

EDUCATION

Syracuse University

S.I. Newhouse School of Public Communications

M.A. in Journalism-Summer 2005

Nazareth College of Rochester

B.A. in English-Literature

Concentration in Religious Studies- May 2003

PROFESSIONAL EXPERIENCE

MONTEFINO/CAPSAICIN EXTREME MARKETING, Blairsville, GA (12/15-Present)

Associate Editor/Features Writer

- Serve as associate editor of MonteFino magazine coordinating content with writers, creating content, editing content, and writing features for both the print and online editions. Other duties include creating a style guide, providing social media support on Facebook and Twitter, and providing content writing and editing for the magazine's parent company, Capsaicin Extreme Marketing.

BIZBASH, New York, NY (12/14-Present)

Copy Editor

- Serve as a part-time copy editor on advertorials, client marketing content, press releases, editorial content, podcast text, magazine copy, and online copy, all while adhering to company style guidelines. Additionally, provide support for client marketing content creation

BOOKTROPE PUBLISHING, Seattle, WA (8/13-Present)

Author/Writer (1/14-Present)

- "Fractured Dream (The Dreamer Saga Book 1)," June 2014
- "The Reaper's Daughter," May 2015
- "Shattered World (The Dreamer Saga Book II)," Expected: 2016

Editor/Proofreader (8/13-Present)

- Work with authors on content, structure, clarity, characterization, dialogue, grammar, typographical errors, plot, redundancy and other general issues

- Provide editorial support during the entire production and publication process, which includes active online promotion of the book once it's published and in the market

TURN THE PAGE EDITING (2010-Present)

- General editing and proofing, copywriting, copy editing, resume building, blog writing, news writing, editorial consulting, and manuscript editing/proofing

VOCUS, INC. College Park, MD (7/07-11/14)

Editor in Chief, inVocus (8/09-11/14)

- Oversaw all elements of inVocus, a daily online publication featuring media trends and industry analysis
- Served as primary writer, content creator, editor and manager
- Worked with writers on article contributions to improve writing, structure and clarity
- Oversaw publication's social media presence
- Provided marketing tips based on events throughout the year to Vocus small business clients
- Annually compiled and wrote Vocus State of the Media Report for five consecutive years

Senior Media Researcher (7/07-8/09)

- Oversaw daily tasks of junior researchers and served as team point person when manager was unavailable
- Researched and completed database issues per client requests
- Researched journalism moves within the industry and tracked media outlet closures
- Assisted in detail-oriented tasks, such as fact checking and researching news mediums, including subject matter, advertising details and demographics within the Vocus database
- Wrote journalist profiles and edited language and grammar within the database
- Contributed to department blog by writing articles and providing editorial support

MESSENGER POST NEWSPAPERS, Canandaigua, N.Y. (11/05-12/06)

Reporter

- Served as the sole reporter and writer for two weekly newspapers covering the towns of Webster and East Rochester in a deadline driven atmosphere
- Reported, pitched ideas and wrote news stories for the Daily Messenger with a focus on education and religion
- Additional duties included copy editing pages, maintaining relationships with sources, obtaining additional research, and working with editors and fellow reporters on joint stories

ADDITIONAL PUBLISHED WORKS

- Fairytale Lost (4/16)
- Through the Years: 125 Years of Keuka College (Expected: 11/15)
- The Mommy Life/Essays for Hope: The Un-balancing Act (12/12)

PERSONAL BLOGS

- [KM Randall](#), author/professional blog
- [Turn the Page Editing](#), professional freelance website

ADDITIONAL SKILLS

Word Press, WIX, Weebly.com, WordPerfect, Dreamweaver, HTML, SEO, CuteFTP Professional, InDesign, Adobe Illustrator, Power Point, LexisNexis, Social Media