

# Kate Bustillos

she/her

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## EDUCATION

MFA Creative Writing

Spalding University | 2021

## PROFICIENCIES

- Academic/professional background in literature and publishing
- Proven ability to identify weak writing and provide guidance and revision for improvement
- Understanding of B2C digital and print marketing channels
- Chicago Manual of Style, AP, APA, MLA
- Strong time management and organizational skills
- Excellent written and verbal communication skills
- Strong attention to detail; proven ability to prioritize and complete multiple projects in fast-paced and detail-focused environments
- Fact-checking and research expertise
- Creative thinker and problem solver
- Ability to quickly learn and implement new applications

## APPLICATIONS

- Microsoft Office Suite
- Adobe Pro, Adobe Creative Suite, iWork Suite (Keynote)
- Monday, Jira, Airtable, Asana, SmartSheet, WorkFront, Figma, Trello
- HubSpot, Salesforce, Semrush
- VEED, Vimeo, Canva Pro
- WordPress, Wix, Squarespace

## REFERENCES

Charles O'Connor  
[Charles.P.OConnor@disney.com](mailto:Charles.P.OConnor@disney.com)

Allison Hellegers  
[alli@stimolaliterarystudio.com](mailto:alli@stimolaliterarystudio.com)

Anna Reinert  
[Anna.Reinert@travelandleisure.com](mailto:Anna.Reinert@travelandleisure.com)

## EXPERIENCE

### SENIOR EDITOR

Wiley | 2023 - Present

Proofread, edit, and optimize marketing content to ensure brand alignment with messaging across a diverse partner portfolio in academic publishing and higher education. Provide actionable feedback to writers for improvement while leveraging strategic messaging to help university partners connect with their target market, increase visibility, and drive audience engagement.

### COPYWRITER

The Walt Disney Company | 2022 - 2023

Created compelling copy for B2C marketing campaigns, advertisements, and digital platforms, effectively conveying the brand's messages and engaging audiences. Leveraged creativity and storytelling skills to contribute to the development of brand campaigns and drive the success of marketing initiatives. Worked closely with affiliated partners including Disney Cruise Line, National Geographic, and MARVEL Entertainment.

### SENIOR COPYWRITER

Travel + Leisure Co. | 2019 - 2022

Served as the lead writer for TRAVEL + LEISURE GO, GAY TRAVEL, and WYNDHAM DESTINATIONS, including travel guides, curated itineraries, video scripts, and advertising materials. Crafted engaging and educational content promoting cultural literacy, travel lifestyle, and sustainable tourism. Leveraged research skills, creativity, and curiosity to ensure content was accurate and mindful of inclusive language and POV. Collaborated with marketing leadership to establish cohesive brand messaging while developing strategic narratives for campaigns aimed at subscriber conversion, sales growth, and client retention.

### EDITORIAL ASSISTANT

Stimola Literary Studio | 2021 - 2022

Provided administrative support and assisted literary agents in selecting clients for representation and preparing manuscripts to pitch to editors. Tasks included evaluating submissions and identifying worthwhile queries, line editing, composing comprehensive Reader's Reports, and researching trends and competition. Communicated with writers to address weak areas in their manuscripts and provided effective feedback for improvement.

### COPYWRITER

Shift Digital Media, Bright Ideas FL 2016 - 2019

Crafted advertising content tailored for diverse marketing platforms such as direct mail, email, social media, websites, print, and digital media channels. Generated and optimized content for SEO and digital marketing purposes to maximize the visibility and reach of the brand's online presence, contributing to its overall digital marketing success.