

# KATIE CERULLE

Brooklyn, NY 11215 | (781) 686-7592 | [katiecerulle@yahoo.com](mailto:katiecerulle@yahoo.com) | [www.linkedin.com/in/katie-cerulle/](http://www.linkedin.com/in/katie-cerulle/) | Click here for [Portfolio](#)

---

## Professional Profile

Curious, thoughtful, and dedicated communications professional and journalist with experience in finance, sustainability, and music, combining strategic message development and creative storytelling with hands-on experience in research strategy, crisis communications and social media creation. Skilled in organizing digital content, collaborating with teams to move ideas from pitch to publish, and generating original ideas for content. At CPC Climate Capital, helped shape the voice of a mission-driven organization through written materials and social media campaigns, promoting affordable housing initiatives. Contribute written pieces and creative strategy to Pleaser Magazine, highlighting emerging artists and events. At MandateWire, translated complex financial topics for institutional audiences.

Recognized for accurate reporting, project management, research, and collaboration. Well-positioned for opportunities to contribute to a communications team or newsroom, blending analytical rigor, editorial discipline, and creative insight to develop high-impact content.

### Technology Skills

Microsoft Office 365 (Word, Excel, PowerPoint) | Social Media Management (Hubspot) | MailChimp | Google Suite (Docs, Slides, Sheets) | Adobe Suite (Photoshop, InDesign, Illustrator) | Figma

## Professional Work Experience

**Pleaser Magazine**, New York, NY 04/2024 – Present An independent music publication known for its inclusive, fan-driven journalism that highlights underrepresented artists, with a team of contributors producing quarterly print and digital content.

### **Contributing Writer**

- Publish at least two stories per month, including scheduling and sourcing interviews, arranging photo shoots in the artists' local area, conceptualizing social media assets, and engaging with our editorial team to align with AP style.
- Build and maintain relationships with industry professionals, PR staff, and artist managers by responding efficiently to press materials, ensuring the publication has access to new artists, up-and-coming album releases, and shows.
- Consistently meet deadlines set by both artists and the publication while ensuring that work is accurate, thorough, and maintains the brand's fun, vibrant, and youthful voice and tone.

**Various Publications**, New York, NY 04/2025 – Present Contribute well-researched reports to multiple publications including Time Out New York, InsideClimate News, and Radio Free Brooklyn.

### **Contributing Writer**

- Pitch, research, and write original stories for digital outlets, consistently meeting deadlines and editorial standards.
- Conduct interviews with industry experts, artists, and source experts to deliver accurate, compelling narratives tailored to each publication's audience.
- Build trusted relationships with editors across multiple publications, resulting in recurring assignments and bylines.

**The New York Times**, New York, NY 04/2025 – 05/2025 The Research and Development department works to provide real-time feedback and guidance on the development of emerging journalism technologies.

### **Research and Development Editor (Contract Position)**

- Read and reviewed hundreds of published New York Times stories per week, collecting various data, including attributions, Optical Character Recognition accuracy, and author titles.
- Worked with a team of editors and managers to ensure up to 1,500 stories per week were catalogued, read, and submitted accurately by meeting daily to ask questions, address concerns, and brainstorm solutions.

**Community Preservation Corporation, CPC Climate Capital**, New York, NY 01/2025 – 04/2025 A nonprofit housing finance company known for financing affordable and sustainable multifamily housing developments, particularly in underserved communities, that manages over \$3 billion in investments.

#### **Communications Associate (Position impacted due to lost federal funding)**

- Reported to the AVP of Communications and led the promotion of monthly webinar series on housing initiatives for borrowers and lenders by developing HubSpot email campaigns and producing multiple social media graphics, generating an audience of over 500 participants.
- For completed multi-family housing projects, worked with in-house designer and program management team to create and distribute comprehensive fact sheets and case studies on socials that highlighted both sustainability and affordability features incorporated into the building.
- Collaborated with the CPC Communications Department and the Program Management Team by scheduling weekly meetings and coordinating email chains to ensure CPC Climate Capital's communications strategy was in line with larger non-profit and accurately reflected the program.

**Financial Times, MandateWire**, New York, NY 06/2022 – 08/2024 A global intelligence platform that provides institutional asset managers with insights into investor activity, covering over 27,500 investor profiles across 70 markets.

#### **Reporter**

- Tracked and reported on investment activity of 20 state pension funds, 30 endowments, and 20 charitable funds, writing two daily reports focused on results of investment committee meetings, board reporting, and interviews with institutional investment management professionals.
- Researched investment trends for month-long assignments, including reading peer-reviewed articles and news stories, interviewing source experts and investment managers, and managing a schedule of relevant webinars and meetings.
- Met with other reporters, editors, and sales staff weekly to discuss the MandateWire product, brainstormed ways to improve reporting for asset manager audiences, and analyzed the weeks' worth of stories to reveal any new trends.

### **Additional Work Experience (Part-time Roles)**

**Rowing Instructor**, Rowhouse – Taught 8 classes per week with up to 25 students per class, hosted specialty events like outdoor class and a 5k benchmark test.

**Cashier and Stocking**, Edgartown Meat & Fish – Kept shelves full, organized influx of goods shipped arriving at the store, and built relationships with customers.

**Manager and Server**, The Scoop Shack – Worked multiple summers and served hundreds of customers daily while keeping the store clean and organized.

**Hostess**, The Wharf – Handled dozens of reservations and walk-in tables, was moved to weekend service for excellent management, efficiency, and customer service.

### **Education**

**Bachelor of Arts, Double Major: English and Education**, Trinity College, Hartford, CT

- Graduated with Honors
- Features Editor – The Trinity Tripod (campus newspaper)
- Varsity Rowing Team (4 years)
- On-air Talent and Secretary – WRTC Radio
- Standards Chair and New Member Educator – The Stella Society Sorority

### **Google Project Management Professional Certificate**

### **Activities/Interests**

Volunteer – New York City Poll Worker, Table Associate | Volunteer – Headcount, Voter Registration Associate | Member – Writers Guild of America East