

# CATHERINE MACK

EDITOR | SENIOR COPYWRITER AND  
STORYTELLER IN SUSTAINABLE  
TOURISM AND TRANSPORT | CONTENT  
MANAGER | AUTHOR

## CONTACT

E:macktourism@yahoo.co.uk

M: +44 7905 275828

London based

EU and British citizenship

## Portfolio



## SKILLS

CONTENT CREATION AND  
IDEATION

SEO KNOWLEDGE

TECH SAVVY

SUSTAINABLE TOURISM AND  
TRANSPORT EXPERT

PROJECT MANAGEMENT

CONTENT STRATEGY

STYLE GUIDE CREATION

ATTENTION TO EDITORIAL  
DETAIL

BLOGGING

STRONG COMMUNICATION  
SKILLS

FEATURE TRAVEL ARTICLES

EDITING & PROOFREADING

SOCIAL MEDIA CONTENT

FLUENT FRENCH SPEAKER

## PROFILE

14 YEARS WORKING AS FREELANCE WRITER, SENIOR COPYWRITER, CONTENT CREATOR, STORYTELLER, MANAGER AND EDITOR, SPECIALISING IN SUSTAINABILITY AND TRAVEL.

## KEY ACHIEVEMENTS

CREATION OF STYLE GUIDE AND CONTENT PLAN FOR VOI; WRITING NEW SUSTAINABLE TOURISM GUIDE FOR NEW YORK TOURIST BOARD; INCREASE IN RAIL EUROPE BLOG REVENUE BY 600%; CONTENT LEAD THROUGH REBRAND AND ACQUISITION; WINNER BEST TRAVEL WRITER WORLD RESPONSIBLE TOURISM AWARDS; REGULAR GREEN COLUMNIST FOR IRISH TIMES AND NATIONAL GEOGRAPHIC TRAVELLER; AUTHOR ECOESCAPE IRELAND AND THE ALLOTMENTEERS; FINALIST TRAVMEDIA SUSTAINABILITY WRITER OF THE YEAR 2021; EXPERT SPEAKER SUSTAINABLE TOURISM

## EXPERIENCE

### CONTENT PRODUCER, VOI SCOOTERS | SEPTEMBER 2021-SEPTEMBER 2021 (REDUNDANCY)

- FOCUS ON DATA DRIVEN CONTENT IN A NEW TECH SECTOR AND START-UP
- IDEATION AND CREATION OF DIGITAL CONTENT CAMPAIGNS ACROSS CRM, E-MAIL, WEB, PAID SOCIAL, PPC AND EDITORIAL
- GAINING KNOWLEDGE OF NEW TECH AND SMART TRAVEL SECTOR, WITH MULTI-STAKEHOLDER INFLUENCES
- CREATION OF SUSTAINABLE TRANSPORT UK CONTENT PLAN
- PEER PROOFREADING AND EDITING
- CREATION AND LAUNCH OF STYLE GUIDE
- PRESS RELEASES ON SUSTAINABLE TRANSPORT, E-SCOOTERS AND SAFETY
- OP-EDS ON MICROMOBILITY, SUSTAINABILITY AND EQUITY
- SOCIAL MEDIA CONTENT
- CONTENT FOR COP26
- CLOSE CREATIVE COLLABORATION WITH EQUITY AND INCLUSION BUSINESS UNIT

## EDUCATION

### GREENWICH UNIVERSITY

MSC RESPONSIBLE TOURISM  
MANAGEMENT  
2004 - 2006

### MIDDLESEX UNIVERSITY, & ESC REIMS, FRANCE

BA (HONS) EUROPEAN  
BUSINESS ADMINISTRATION  
1982 - 1986

## TECH & SOFTWARE

MAILCHIMP  
TRELLO AND ASANA  
BASECAMP  
HOOTSUITE  
WORDPRESS AND BESPOKE CMS  
GOOGLE ANALYTICS  
SOCIAL MEDIA ANALYTICS  
MS EXCEL  
MS POWERPOINT  
MS WORD  
GOOGLE DOCS, SHEETS & SLIDES  
BASIC HTML SKILLS  
MIRO AND FIGMA  
PHOTOSHOP AND IN DESIGN  
EXPERIENCE

## EXPERIENCE CONT.

### SUSTAINABLE TOURISM WRITER, FREELANCE | SEPTEMBER 2020-AUGUST 2021

- SERIES OF SUSTAINABLE CONTENT ARTICLES FOR TOURISM IRELAND
- RESPONSIBLE TOURISM GUIDE TO NEW YORK STATE UPDATES FOR NEW YORK TOURIST BOARD
- RESEARCHING AND WRITING ARTICLES ON SUSTAINABLE TOURISM AND STORYTELLING FOR GLP FILMS
- CONTENT CREATION, PLANNING AND STORYTELLING FOR BYWAY TRAVEL
- CREATION OF CONTENT PLAN AND SUSTAINABLE TOURISM CONTENT FOR COCONUT TRAVELER
- FREELANCE ARTICLES ON SUSTAINABLE TOURISM FOR ETHICAL TRAVELLER BLOG AND OTHER MEDIA OUTLETS
- AUTHOR OF THE ALLOTMENTEERS, PROFILES OF A GROWING COMMUNITY
- FINALIST TRAVMEDIA SUSTAINABILITY WRITER OF THE YEAR 2021

---

### EDITOR-IN-CHIEF, RAIL EUROPE (FORMERLY LOCO2) | OCTOBER 2018 - AUGUST 2020

- INTEGRATED B2C & B2B CONTENT PLANNING
- GLOBAL CONTENT STRATEGY
- LEADING GLOBAL CONTENT TEAM
- EDITING AND WRITING 3-4 **BLOGS** PER WEEK
- BRAND AND STYLE GUARDIAN
- WEEKLY NEWSLETTERS
- PR CONTENT
- SEO OF ALL SITE CONTENT
- OVERHAUL OF CURATED CONTENT FOR MERGER
- WRITING AND EDITING B2B PRINTED CONTENT
- IMAGE SOURCING AND MAINTENANCE OF GALLERY
- SOCIAL MEDIA POSTS AND REPORTS
- UX CONTENT CREATION
- CONTENT MANAGEMENT THROUGH REBRANDING AND MERGER WITH MULTINATIONAL

## TESTIMONIALS

"CATHERINE'S FORENSIC ATTENTION TO DETAIL, DILIGENCE, CREATIVITY AND STRUCTURED APPROACH ALL MAKE HER AN EXTREMELY SKILLED WRITER, EDITOR AND PROOFREADER. PERHAPS MOST IMPORTANTLY, IT IS HER EMPATHY THAT MAKES CATHERINE STAND OUT—BOTH FOR HER SUBJECTS AND HER READERS. THIS HELPS HER TAILOR HER WRITING IN AN AUTHENTIC, GENUINE WAY THAT MAXIMISES IMPACT FOR ALL STAKEHOLDERS. AS A GM, I COULD ALWAYS RELY ON CATHERINE TO DELIVER MESSAGING THAT WAS ON-POINT AND ALIGNED WITH BROADER BUSINESS GOALS—AND AS SUCH SHE QUICKLY EARNED MY FULL TRUST."

JACK SAMLER, GENERAL MANAGER  
VOI TECHNOLOGY, UK AND  
IRELAND

"CATHERINE CONSTANTLY STRIKES ME FOR HER DETERMINATION, POSITIVE ATTITUDE, STRENGTH, ORGANISATION AND COLLABORATIVE NATURE. SHE IS A BRILLIANT WRITER AND MANAGES HER TEAM ATTENTIVELY."

CRISTINA ASTORRI, MARKETING  
DIRECTOR, EMEA - LIGHTSPEED  
HQ.

## REFEREES

AVAILABLE ON REQUEST

## EXPERIENCE CONT.

### SENIOR COPYWRITER, RESPONSIBLE TRAVEL | 2014 - 2018

- CONTENT STRATEGY
- RESEARCH, TRAVEL AND WRITE UP OF SPONSORED ONLINE TRAVEL GUIDES
- ACTIVISM ARTICLES ABOUT UNETHICAL TRAVEL ISSUES
- INTERVIEWS WITH TRAVELLERS AND TOUR OPERATORS FOR BLOG ARTICLES
- WRITING, PROOFING AND EDITING PRODUCT CONTENT
- SOCIAL MEDIA CONTENT
- INTERVIEWING TOURISM PROVIDERS FOR PODCASTS
- ANNUAL RESPONSIBLE TRAVEL AWARDS COPYWRITING
- ACCESSIBLE TOURISM GUIDE
- SPEAKER AT CONFERENCES ON RESPONSIBLE TRAVEL

---

### SUSTAINABLE TOURISM WRITER, FREELANCE | 2006 - 2014

- RESEARCHING AND WRITING ARTICLES ON RESPONSIBLE TOURISM FOR NATIONAL PUBLICATIONS
- AUTHOR ECOESCAPE IRELAND - ISBN-10: 1905731299
- COLUMNIST NATIONAL GEOGRAPHIC TRAVELLER UK
- ETHICAL TRAVELLER COLUMNIST THE IRISH TIMES
- TRAVEL COLUMNIST THE GREEN PARENT MAGAZINE
- B2B CONTENT FOR TOURIST BOARDS
- AUTHOR GREEN TRAVEL IRELAND APP - SUTRO MEDIA
- CONFERENCE SPEAKER ON ECOTOURISM
- DEVELOPING SOCIAL MEDIA PRESENCE
- AUTHOR OF ETHICAL TRAVELLER BLOG
- INTERVIEWING TOURISM PROVIDERS FOR PODCASTS
- WINNER 'BEST TRAVEL WRITER' AT RESPONSIBLE TOURISM AWARDS, WORLD TRAVEL MARKET 2011
- CO-EDITOR GREENTRAVELLER.COM
- WORLD TRAVEL AND TOURISM COUNCIL (WTTTC) BLOG AND TOURISM FOR TOMORROW AWARDS COPYWRITER

PRIOR TO 2007, CATHERINE WORKED AS A PROFESSIONAL ACTOR.