

CAT MATTÀ

<https://www.catmatta.com/> · catmatta@gmail.com · www.linkedin.com/in/catherinematta

631-834-3694 · 951 4th Avenue, #1 · Brooklyn, New York 11232

SENIOR COPY & EDITORIAL LEADER

Senior copy and editorial leader with 15+ years of experience driving end-to-end development of pristine, factual, short- and long-form content for major clients, including both large and niche pharma brands.

- Increases brand reach and appeal, determining key touchpoints, most poignant messaging, and optimal TOV.
- Elevates Google SERP rankings, creating and leading execution of SEO-driven copy and editorial strategies.
- Engages DTC and HCP audiences, translating concepts into understandable terms for their respective levels.
- Wordsmiths expertly in all contexts, adapting to any platform such as websites, blogs, social, video, and print.
- Meets strict MLR requirements without sacrificing creative integrity, designing innovative compliant solutions.
- Facilitates seamless turnaround of high-volume of projects, building, mentoring, and leading rockstar teams.

Copy Ideation & Leadership • Medical & Pharma Content • HCP/DTC • Content & Copy Editing • AMA Style Guides • Best Practices • Fact-Checking • MLR Review Process • Compliance & Creative Solutions
High-Volume Project Management • Talent Management & Mentoring • Client & Stakeholder Relations

FREELANCE, New York, NY · 2022 - Present

Group Copy & Editorial Supervisor (contract)

Provide 360° copy and editorial leadership in creative marketing and advertising pharma agency environments including, but not limited to, writing, editing, fact-checking, and presenting myriad branded and unbranded projects targeting domestic and global healthcare professionals (HCP) and direct to consumer (DTC) audiences. Update and streamline internal content for marketing operations and Salesforce Excellence training. Develop, document, and continuously refine overall and brand-specific copy and editorial standards, guidelines, and style guides. Clients have included: AstraZeneca, Bausch Health, Bristol Myers Squibb, Merck, Pfizer, and Sanofi.

Select Achievements:

- Pioneered and led all aspects of copy and editorial functions for 1st internal creative agency at Bausch Health; single-handedly managed all day-to-day needs for 9 months as sole medical copywriter and editor.
- Crafted, expanded, and continually refined style guide detailing copy and editorial nuances of 13 brands within 4 business units (BUs) at Bausch Health.
- Advanced at CDM Princeton from US HCP brand team to include DTC and Global within 1st 3 months.
- Led all aspects of copy instrumental in new FDA label approval and launch reestablishing existing 2nd-line drug as 1st-line treatment.
- Garnered reputation as copy and editorial go-to, as well as for deft ingenuity in finding creative solutions aligning marketing/advertising goals with MLR/FDA requirements.

JELLYFISH / REVELATION (Revelation was acquired in 2021), New York, NY · 2020 - 2022

Senior Content Manager

Formulated and led execution of SEO-optimized editorial content strategies for major brands with focus on pharma, medical, healthcare, and lifestyle content. Set omnichannel copy and editorial best practices and MLR guardrails for teams. Ensured on-time, pristine delivery of content according to each client's SOW. Trained and mentored junior, mid-level, and senior writers and editors.

Select Achievements:

- Enabled winning of agency's 1st pharma accounts as sole dual writer and editor with industry and MLR experience: J&J's Mylicon, Sanofi's Unisom and Allegra, and L'Oréal Paris' pharma-focused CeraVe.
- Built subdepartment of creative team to scale influx of new pharma and medical RFPs and SOWs, expanding skill sets of editorial team to include writing and editing within MLR guardrails.
- Achieved top search engine results page (SERP) positions for SEO-driven articles, including #1 rankings.
- Co-led Mylicon to achieve Amazon A+ standards, spearheading MLR-conscious copy and asset QA.
- Won 2 editorial peer-selected team awards: Most Organized and Grammar Master Award.

ALLERGAN (acquired by ABBVIE in 2020), New York, New York · 2018 - 2020

Senior Copy Editor & Fact-Checker – Spotlyte

Copiedited and fact-checked all articles on medical aesthetics, skincare, and beauty for 1st-of-its-kind editorial venture in pharma industry. Edited and helped brainstorm social concepts and copy for BOTOX Cosmetic and Juvederm. Coordinated directly with MLR reviewers to ensure factuality of articles' content and minimum risk. Acted as content mediator between MLR and editorial team developing win-win content and copy solutions. Trained and served as go-to for editorial team on MLR guardrails, compliant language, and wordsmithing. Trained cross-functional colleagues on copy and editorial best practices.

Select Achievements:

- Played key role in extraordinary growth and success of Spotlyte from ground up, which garnered 1.2M unique visitors and 2.7M page views in <2 years.
- Eliminated backlog of 80+ articles “stuck” in MLR review that had accumulated prior to hire, developing creative solutions that met strict MLR requirements while ensuring highest editorial integrity.
- Slashed average MLR review time from months to 1 to 3 days for Spotlyte, creating style guide including MLR guardrails; helped reduce BOTOX Cosmetic MLRC review time from months to days.
- Instrumental in creating and conducting review of social media assets of major Allergan brands, BOTOX Cosmetic and Juvederm; BOTOX Cosmetic social later recognized as “Best-in-Class” industrywide.
- Awarded 4 Allergan corporate “Bold Applause” recognitions, including from founder/SVP and GM.

ADDITIONAL PROFESSIONAL HISTORY

FREELANCE, New York, New York · 2011 - 2025

Senior Editor & Writer

- Saved digital agency from breach of major contract deadline to rebrand portion of North Shore LIJ Health System into Northwell Health; built and led team rewriting or copyediting previous writer's work in <1 month.
- Advanced as go-to writer and copy editor for highly sought-after indie music publicist in minimal time due to superior insight quickly gained into each client, quality of work, and impact on album sales and artists' images.
- Tapped as interim Executive Editor of award-winning small press publishing company, as well as consultant to non-fiction publisher specializing in mental health.
- Specialized in healthcare and pharma content as Senior Writer for Dotdash-owned site with 6M visitors/month, Verywell Family (2021 - 2023), and Copy Editor for IV drug manufacturer American Regent (2022 - 2025).

HUDSON'S BAY COMPANY (HBC), New York, New York · 2016 - 2018

Associate, Site Merchandising – Saks Fifth Avenue, Off 5th (contract)

- Increased monthly women's apparel demand from \$1.5M to \$3.4M, and monthly conversion from 1.07% to 1.51%, coordinating cross-functionally to continually optimize linking strategies, taxonomy, and UX.
- Contributed to multiple deep-dive and standardization projects across HBC banners (Hudson's Bay, Saks Fifth Avenue, O5, Lord & Taylor) including integration of Gilt into HBC Site Merchandising team.

VICTORIA'S SECRET DIGITAL, New York, New York · 2015 - 2016

Digital Content Coordinator (contract)

- Played active role in VS achieving most lucrative year in its history, managing digital content coordination for its 3 core categories: Bras, Panties, and Lingerie, in addition to Sport and Sales.

AVENTINE HEALTH SCIENCES / PAINWEEK, Montclair, New Jersey · 2015

Digital Content Producer (contract)

- Doubled web page views within 10 days, championing strategy to link new and existing content across multiple media platforms; results instrumental in accelerating \$27.5M acquisition by global company.
- Played active role in outperforming attendance expectations for regional weekend conferences and company's 1st international CME, revamping, writing, and deploying high-impact press releases via Vocus / PRWeb.

FREELANCE, New York, New York · 2006 - 2016

Multimedia Collaborator

- Built and continually expanded on relationships with numerous artists, designers, editors, gallery owners, producers, printers, and multidisciplinary supporters of fine art, alternative art, film, and music.
- Collaborated on development of editorial art pieces shown around world, including full and/or multiple page spreads in *The New York Times Magazine* (3 issues), *The New Yorker* (2 issues), and *Aperture* (1 issue).
- Worked 1:1 with former Warhol Superstar, cover girl, and eccentric tabloid sensation Ivy Nicholson to write literary emotional non-fiction narrative of her extraordinary riches-to-rags life.
- Provided hands-on support and face-to-face networking for principal artists at numerous fine art exhibitions in NYC, Woodstock, LA, Prague, and Berlin.

NOTE: Began career honing talents for communicating with widely diverse groups and individuals as Clinical Assistant – Inpatient Psychiatry, SOUTHSIDE HOSPITAL, Residential Habilitation Specialist, ST. CHRISTOPHER.

EDUCATION

**BA in Psychology; minor in Sociology
(Cum Laude, Honor's College & Dean's List)**

State University of New York at Stony Brook, Stony Brook, New York (GPA: 4.0)