

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 CONTENT MANAGER

Senior manager with +15 years of experience driving world-class strategies and seamless execution of bespoke content for major brands in diverse industries.

- Increases brand reach and appeal, determining key touch points, most poignant messaging, and optimal TOV.
- Elevates Google SERP rankings, creating and leading execution of SEO-driven editorial and copy strategies.
- Engages audiences on diverse levels, translating complex concepts into understandable and relatable terms.
- Wordsmiths expertly in all contexts, adapting to any style or platform such as web, blogs, social, and video.
- Meets strict MLR requirements without sacrificing content integrity, synergizing content quality and compliance.
- Amplifies business opportunities, building, mentoring, and leading high-performance, client-centric teams

SEO-Driven Content Strategies · Editorial Leadership · Healthcare, Educational & Lifestyle Content · DTC/HCP
Multimedia · Content Editing · Copy Editing · Writing · Headlines · Best Practices · AMA · AP · Style Guides · MLR
Fact-Checking · Legal & Regulatory Compliance · Project Management · Talent Management · Training & Mentoring

PROFESSIONAL EXPERIENCE

FREELANCE, New York, New York · 2022 - Present

Copy Supervisor & Senior Writer/Editor

Develop variety of healthcare professional (HCP), direct to consumer (DTC), and Global content for variety of projects such as websites, social ads and videos, corporate and field rep-triggered emails, banners, interactive visual aids (IVAs), National Comprehensive Cancer Network (NCCN) Guidelines, American Society of Hematology (ASH) Guidelines, carriers, leave-behinds, and myriad other materials for domestic and worldwide distribution. Also, write and/or edit SEO-optimized beauty content for digital agency.

Select Achievements:

- Expanded copy management role at CDMP agency from US HCP team to include DTC and Global within 1st 3 months.
- Co-led all aspects of copy for FDA approval and launch of new 1st-line indication of 2nd-line drug both domestically and globally.
- Co-created branded event materials, decor, and clinical and pop culture swag and trivia for weeklong national sales launch.
- Worked on major accounts including Pfizer, Merck, AstraZeneca, and Bristol Myers Squibb.
- Recruited back to Jellyfish by former colleague and current Content Director to write or refresh SEO-driven articles for multiple major L'Oreal websites such as Skincare.com and Makeup.com.

JELLYFISH / REVELATION (Revelation acquired in 2021), New York, New York · 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 best practices and medical, legal, and regulatory (MLR) guardrails for teams. Collaborated with social, creative, production, PM, and client management 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 realization of pharma industry opportunities as sole dual editorial and MLR subject matter expert (SME): Sanofi's Unisom, Allegra, and future pipeline, and extension of Mylicon won in prior role.
- Achieved top SERP positions on Google for numerous SEO-driven articles, including #1 rankings.
- Pioneered and currently establishing pharma- and medical-focused editorial content subdepartment to scale influx of new RFPs and SOWs, training, mentoring, and establishing Style Guides for teams.
- 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.

CAT MATTA

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

Additional Highlights:

- Advanced to role as multi-industry editorial and copy expert for nearly all Revelation accounts.
- Played cornerstone role in securing Revelation's 1st pharma client, J&J's Mylicon, serving as sole expert in MLR and writing pitch blog; later instrumental in winning pharma-focused skincare client, CeraVe.
- Transformed Mylicon's skeleton blog into robust resource for parents with 50 SEO-optimized blogs and counting, devising and leading editorial content strategy; helped build social presence from ground up.
- Ensured highest quality of each unique editorial voice and content for major brands including Infants' Mylicon and Children's Mylicon, L'Oréal Paris, IT Cosmetics, Kiehl's, CeraVe, and FlashParking.
- Elevated editorial skills of junior writers while teaching them language best practices and nuances.

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

Senior Copy Editor & Fact-Checker

Copiedited and fact-checked articles on medical aesthetics, skincare, and beauty. Edited and helped brainstorm social concepts and copy for BOTOX Cosmetic and Juvederm. Coordinated directly with medical, legal, regulatory, and compliance (MLRC) reviewers to ensure maximum accuracy of articles' content and minimum risk. Acted as content mediator between MLRC and editorial team developing win-win content and copy solutions. Trained and served as go-to for editorial team on MLRC guardrails, compliant language, wordsmithing, and fact-checking. Conducted cross-functional trainings on best practices.

Select Achievements:

- Played key role in extraordinary growth and success of Spotlyte from ground up, such as garnering 1.2M unique visitors and 2.7M page views in <2 years.
- Eliminated backlog of +80 articles "stuck" in MLRC review that had accumulated prior to hire, developing creative solutions that met strict MLRC requirements while ensuring highest editorial integrity.
- Slashed average MLRC review time from months to 1 to 3 days for Spotlyte, creating Style Guide including guardrails for MLRC; helped reduce BOTOX Cosmetic MLRC review time from months to days.
- Instrumental in creating and conducting review process for 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.

FREELANCE, New York, New York · 2006 - 2016 & 2018 - Present

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, medical, and pharma content as Senior Writer for Dotdash-owned site with 6M visitors/month, Verywell Family (2021 - 2023), as well as American Regent (2022 - 2024).

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

Associate, Site Merchandising – Saks Fifth Avenue, Off 5th (O5)

- 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.

CAT MATTA

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

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 · 2003 - 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 OTTLIE, and Applied Behavioral Analysis (ABA) Skills Coach, BOCES. Details provided on request.

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)