



Philadelphia, PA  
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# Cait Kearney, MA

## Experience

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Pathos Communications Services

### Founder, Independent Contractor

March 2023-present

- Consults with organizations to create marketing communications materials
- Specializes in writing, editing, and graphic design with emphasis on business report design, corporate branding, newsletters, social media graphics, B2B writing, and copyediting

Penn Memory Center (PMC), University of Pennsylvania

### Communications Specialist

April 2023-Nov. 2023

- Trained interns of PMC's Health and Science Communications Internship Program in graphic design, journalism, website management, social media strategy, and content creation
- Wrote and constructed external (9,000 recipients) and internal (300 recipients) weekly e-newsletters, increasing average open rate of external e-newsletter from 18% to 40% over the course of a year
- Designed fliers, graphics, and cards for digital and print communications
- Wrote and edited news articles
- Photographed events, took staff headshots, and edited photos
- Led project to improve the accessibility of PMC's digital communications
- Co-led PMC's Committee for Equity, Inclusion, and Diversity (CEID)

### Communications Coordinator

Oct. 2021-April 2023

### Content Management Intern

Sept. 2020-Oct. 2021

Allegheny College

### Teaching Assistant

Jan. 2017-Dec. 2017

- Worked as a teaching assistant for the courses "Sensation and Perception" and "Statistical Methods in Psychology"
- Led exam study sessions, corrected exams and homework, and tutored students

## Education

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Northern Arizona University, 4.0

### Master of Professional Writing

Graduated Dec. 2023

University of Pittsburgh, 3.97

### Post-Bacc in Communication Science & Disorders

Sept. 2018-April 2019

Allegheny College, 3.47

### Bachelor of Science in Psychology, Minor in German

Graduated May 2018

- Elected co-captain of both co-ed and women's ultimate frisbee club teams
- Earned Herb Klions Psychology Department Fund Award for an outstanding senior thesis paper in psychology and for significant contribution to the Psychology Department
- Studied abroad in Cologne, Germany, during the fall semester of 2015

## Skills & Technologies

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**Content Creation:** professional writing, copyediting, graphic design, e-newsletters, social media, slideshows

**Content Management & Strategy:** project management, data analysis, evidence-based decision-making, branding

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|---------------------|--------------------|
| • Adobe Fresco      | • Mailchimp        |
| • Adobe Illustrator | • Microsoft Office |
| • Adobe InDesign    | • Procreate        |
| • Adobe Lightroom   | • Sprout           |
| • Adobe Photoshop   | • Squarespace      |
| • Descript          | • WordPress        |

## Interests & Hobbies

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Photography, illustration, hiking, creative writing, running, reading, traveling, history, culture, being a foodie