

Katherine Rogers

Wellington

Contact

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<https://www.katherinerogerswriter.com/>

Key Skills

Experienced with several work management programs (Asana, Basecamp, Teams)

Proficient in both Microsoft and Google Suites

Experienced with InDesign

Deadline oriented

Well-versed in AP style

Organised

Open to feedback

Education

June 2023 – November 2024

Massey University • Wellington, New Zealand • **Master of**

Management in Journalism

Specialties:

News Writing

Political Journalism

Investigative Journalism

September 2017 – December 2019

University of Utah • Salt Lake City, Utah • **Bachelor of Arts in Communications**

Related Courses:

News Writing

Voices of Utah

Media Ethics

Mass Communication Law

Personal Statement

I am an experienced writer and editor, who is passionate about producing work that is nuanced and informative, helping to build public understanding of the world around us and sparking meaningful conversations. I enjoy collaborating within a team to create the best pieces possible, and am open to learning about new subjects and developing my skills.

Experience

June – August 2024

Work Experience Producer • Morning Report • RNZ

Duties:

- Arranged on-air interviews with relevant subjects for next day's show
- Scripted introductions and questions for the hosts to use during interviews
- Identified stories from affiliate outlets to help fill in the show's rundown

October 2022 – January 2023

Copywriter • Content • Wiper Agency

Duties:

- Researched social media trends to speak to clients' niche audiences
- Wrote direct responses to interactions on clients' different channels
- Collaborated with clients and team members to develop monthly content

April 2022 – October 2022

Freelance Writer

Duties:

- Created long and short form content for niche brands and markets
- Researched keywords to maintain brand and SEO relevancy
- Collaborated with clients to create content within brand voice and style

June 2021 – April 2022

Copywriter • Marketing • Walker Tape Co.

Duties:

- Curated and wrote long-form content for three distinct, niche brands to showcase product effectiveness in specific markets
- Collaborated with internal stakeholders to determine monthly content strategy
- Composed social media captions for eleven social channels

February 2020 – June 2021

Content Writer • Lead • Avant8

Duties:

- Researched high-value, relevant keywords, social media caption best practices, and industry trends to speak to audience needs for 15 different clients
- Wrote 15,000+ words a month on a variety of topics
- Developed interesting and in-depth copy for client websites

September 2018 – February 2020

Distribution • Manager • Catalyst Magazine

Duties:

- Collaborated with drivers to successfully deliver hundreds of magazines a month
- Wrote in-depth articles on local events for publication in print and online
- Managed the event calendar, and sought events of interest to the readership