

Katherine Rogers

Wellington

Contact

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KatherineRogers.journoportfolio.com

Key Skills

Well-versed in AP style

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

Proficient in both Microsoft and Google Suites

Experienced with InDesign

Deadline oriented

Organised

Open to feedback

Education

June 2023 – November 2024

Massey University • Wellington, New Zealand • **Master of Management in Journalism**

Related Courses:

Advanced News Writing

Journalism & Society

Advanced 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

Experience

June – August 2024

Work Experience Producer • Morning Report • RNZ

Duties:

- Arranged on-air interviews with relevant subjects for next day's show
- Wrote introductions and potential questions for the hosts to use during interviews
- Identified stories from affiliate outlets to be used 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 over 15,000 words a month on a variety of topics
- Created interesting and in-depth copy for client websites

September 2018 – February 2020

Intern & Distribution • Manager • Catalyst Magazine

Duties:

- Collaborated with drivers to complete the successful delivery of hundreds of magazines a month
- Wrote in-depth articles about events throughout the Salt Lake Valley for publication in print and online
- Managed the magazine's event calendar, finding events that would be of interest to the readership