

# Mary Katherine Loritz

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Portfolio: <https://mkloritz.journoportfolio.com/>

Writer and editor specialising in tech, social impact, and data-driven storytelling. With 10+ years crafting content for NGOs and startups, I specialise in mentoring junior writers, growing audiences, and simplifying complex ideas into compelling narratives.

## Skills

**Editing:** Content Ideation | Editorial Planning | Developmental Editing | Copyediting

**Writing & Research:** Tech Journalism | Interviews | Market Trends | Grant Writing

**Skills & Tools:** WordPress | SEO | Google Analytics | Adobe InDesign | Audience Growth

## Experience

### **Freelance Writer, Editor, & Translator | 2012–Present | Remote**

- Wrote, edited, and translated 100+ articles for high-profile energy and tech clients such as EDP, Mobile World Capital as well as startup clients

### **EU-Startups | Head of Content | 2018–2019 | Barcelona**

- Recruited, managed, & mentored a team of 5-10 freelance writers, editing 100+ articles  
- Wrote 900+ articles for the site, tripling organic traffic

### **Tech.eu | Reporter & Data Analyst | 2016–2018 | Remote**

- Collected and published data on investments in European tech startups  
- Analysed data and interviewed founders to create reports about European tech

### **Coalition for the Homeless | Editor & Program Coordinator | 2009–2012 | Columbus, OH**

- Oversaw all content creation for the organisation's street newspaper, *Street Speech*, resulting in a 2x increase in circulation (7k+/month)  
- Recruited, mentored, and managed a team of 20+ volunteer writers, editing 200+ articles  
- Wrote 20+ long-form articles  
- Co-wrote grants securing \$100k+ in funding

## Education

MA in Psychosocial Studies, University of London, 2025 Grade: Distinction