

CATHERINE MADDUX

Writer and Editor

DETAILS

ADDRESS

Alexandria, Va.
United States

PHONE

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LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

Writing

Editing

Journalism

Editing and Proofreading

Advanced Communication
Skills

Content Research &
Development

Interviewing

PROFILE

Versatile digital and broadcast writer, editor, and reporter with demonstrated success in creating targeted messaging campaigns and boosting audience engagement. I've moved through the ranks of elite news organizations, such as NPR and the Voice of America, where I managed news desks, trained and evaluated staff, edited, reported, and produced digital and broadcast news programming. Along the way, I've covered the Pentagon, State Department, and Congress, field reported from Europe, Africa, and South Asia, and interviewed a wide range of subject matter experts.

EMPLOYMENT HISTORY

Marketing Writer/Editor, FAA

Washington, D.C.

Mar 2023 — Present

- As a digital writer, editor, and producer for CTGI's client at the Federal Aviation Administration's Office of Communications, I specialize in developing a wide range of internal communications programs, delivering effective, targeted, and streamlined messaging campaigns.
- Write and edit news articles, feature stories, employee profiles and other assigned content based on research and interviews with agency subject matter experts and executives.
- Edit and produce digital photos in Canva and Photoshop.
- Create articles, newsletters, and corporate messages in Drupal and GovDelivery.
- Internal metrics demonstrate several of my reported, written, and produced stories were among the top five in the list of the 10 most viewed/clicked stories for 2023.

States Editor/Writer, AARP

Washington, D.C.

Dec 2020 — Dec 2022

- Lead editor, writer, and reporter on comprehensive consumer-oriented project to produce 50 state guides on U.S. government's COVID-19 vaccine roll out, garnering more than seven million unique visitors. Reported, edited, and wrote key voter engagement content as part of AARP's 2022 elections campaign.

Associated Press Style

Digital Strategy

Digital Media

Editing Video

Audio Production

Collaborative Leadership

Social Media

Content Management Systems

WordPress

SharePoint

Google Drive

Google Analytics

Document Management

English Teaching

Public Speaking

Adobe Creative Suite

Photoshop

HOBBIES

Yoga, cycling, lifting weights,
live music, podcasts, reading.

LANGUAGES

English

- Updated and revised state guides as news and government policy warrants. Edited, produced, and published stories in AARP's content management system. Wrote and edited print versions of state voter guides for non-profit's award-winning *AARP Bulletin* magazine.
- Built productive and collaborative relationships with key AARP stakeholders, state government health officials, and state electoral staff to report and produce state targeted-content on COVID-19 vaccine, healthcare marketplace, and voter guides.
- Developed, maintained, and interviewed pool of subject matter experts for all published digital content.
- Proofread copy written by colleagues to correct spelling, punctuation, and grammar according to AP Stylebook.

Consultant Editor/Writer, Self-employed

Washington, D.C.

Sep 2017 — Dec 2020

- Edit, wrote, and digitally produced wide range of strategic and editorial content to meet clients publishing needs and goals.
- Advised and oversaw marketing and news copy, digital presentations, and blog posts to boost online engagement for communications professionals.
- Reviewed and edited final copy for accuracy. Managed all phases of online production.
- Conducted thorough research to ensure accuracy and timeliness of client material. Successfully managed and prioritized competing deadlines.

Senior Editor/Writer, Voice of America

Washington, D.C.

Mar 2010 — Aug 2017

- Reported, edited, and produced news and feature reports, subject matter expert analysis, and news maker interviews for VOA's English-language website and broadcast programs.
- Built and populated special web pages and section fronts with video, audio, photos, and data visualization projects in content management systems.
- Reassigned to homepage editor role by upper management as part of successful reorganization to expand, upgrade, and boost audience engagement with VOA's English-language digital content.
- Worked with senior editorial team to develop, write, report, and edit broadcast and digital content, including promos, commentary, and news and feature stories.
- Promoted to role of senior editor of agency's U.S. commentary and opinion blog.
- Awarded and recognized by upper management for initiative, editorial judgment, and creative output.

Supervisory Desk Editor, Voice of America

Washington, D.C.

Apr 2002 — Mar 2010

- Managed, developed, and maintained editorial output of Africa and South Asia news desks in VOA's central newsroom.

- Brainstormed with supervisory editors to shape daily editorial coverage for VOA's news wire. Led editorial team to produce timely content for VOANews.com and house-wide radio and television programs.
- Conducted yearly performance evaluations. Trained editors, writers, and interns. Rehabilitated underperforming staff to restore and uphold professional standards.
- Fostered productive working relationships with senior management and staff journalists in VOA's language services.
- Selected as VOA's Acting Pakistan Bureau Chief (Islamabad). Managed local staff and filed daily digital and radio news reports in active conflict zone.

Assistant Producer, NPR

Washington, D.C.

May 1996 — Dec 2002

- Created and produced programming for NPR's award-winning evening news show "*All Things Considered*" and "*Weekend Edition*." Digitally prepared, directed, and produced complex sound stories, radio reports, and host segments.
- Pitched ideas for news reports, host segments, and interviews. Collaborated with producers and on-air talent to create long and short-form radio content.
- Prepared research material for show hosts. Edited and produced promo spots, music reviews, and cultural commentary.

EDUCATION

BFA Theatre, The Catholic University of America

Washington, D.C.

International Summer School - Shakespeare, University of Cambridge

Cambridge, England

South Asia & Africa Area Studies, Foreign Service Institute

Arlington, Va.

Two-week area studies course at FSI in preparation for running the South Asia regional desk in VOA's central newsroom.

Video Production, American University

Washington, D.C.

Hostile Environment Training, A.K.E. Group

Herefordshire, England

Week-long course in preparation for serving as VOA's acting Islamabad bureau chief.