

# Catherine Harnden

## Field Marketing Representative

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**Citizenship** Canada & United States

**Instagram** instagram.com/harndenracing

**Facebook** facebook.com/catherine.harnden

**Twitter** twitter.com/harndenracing

## Education

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**2012-08 - 2014-05** **Mars Hill University (MHU), Mars Hill, North Carolina**

Bachelor of Science Degree in Business

**2010-09 - 2012-05** **Union College, Barbourville, Kentucky**

**2007-09 - 2010-05** **Gould Academy, Bethel, Maine**

## Experience

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**2017-09 - present** **Field Marketing Representative**

*Clif Bar & Company, Boston, MA*

Collaborated with global and regional teams to implement and execute grass-roots field marketing programs in addition to proven traditional methods, for audiences ranging from 200 - 500,000 in size. Maximized opportunities for consumer exposure through direct consumer sampling, promotional placements, and logistics management. Gathered feedback and results to create market reviews.

**2017-09 - 2019-04** **Alpine Ski Coach & Videographer**

*Gould Academy, Bethel, ME*

Coached Winter Term U14 student-athletes in navigating and balancing daily boarding school obligations in addition to on-snow training at Sunday River. Coached primarily U16 athletes in the November Development Camp, and Pre-Holiday SL/GS Camp. Captured, edited, and produced video content for Gould's marketing campaigns. Grew Gould's social media presence by creating and managing an Instagram account.

**2017-03 - present** **Management/Marketing/PR Consultant, Copy Writer, Freelance Journalist**

*The New York Times, Wirecutter, Larcom Studios, The Cycling Sports Group, The Kelly McGarry Foundation, Highland MTB Park*

Provided written content, reporting, fact-checking, editing, forecasting, photography, videography.

**2016-03 - 2017-03** **eCommerce Startup Content Creator**

*iivi Clothing Co.*

Led Finnish designer Sirpa Cowell through the eCommerce startup process to launch an inclusively sized clothing company, "iivi". Created all initial written content, brand identity, and policies.

**2014-08 - 2019-05** **Corporate Spokesperson, Commercial & Voice Actress, Guest Services Representative**

*Omni Hotels & Resorts, Bretton Woods, NH*

Primary contact for guest relations, recovery, and conflict resolution. Provided local area knowledge and recommendations while performing sales and processing of all resort activities, car services, dining, and special amenity inquiries and reservations. Acting face of the Omni Mount Washington Resort as seen on: WCVB (ABC News, Boston MA), WFXT (Fox News, Boston MA), WHDH (NBC News, Boston MA), NESN (Sports, Boston MA), WMUR (ABC News NH), NH1, Comcast, and heard on: WBOS, WBZ, WKLB, WXR, WBMX, WODS, WFNQ,

WMWV, WLTN, WXXS, WMOU.

2015-09 - 2017-03

### **Morning Show Host, Commercial & Voice Actress, DJ**

*Radio New England Broadcasting, Littleton, NH*

Hosted the "Mix Morning Show", and "Chicks Dishing" as on-air talent. Recorded commercial voiceovers for McDonald's, Dunkin' Donuts, 99 Restaurant & Pub, and community-based non-profits.

2014-04 - 2014-08

### **Cycling Coach & Race Support**

*Soigneur Race Services, Canada*

Travelled domestically with Norco-Jet Fuel Pro Cycling team, and Team Ontario. Coached provincial and national team athletes. Handled all travel, lodging, and race logistics collaboratively with team staff.

2013-08 - 2014-05

### **Writing Center Tutor & Writing Fellow**

*MHU, Mars Hill, NC*

Aided students in all stages of the writing process in both the writing center and the classroom. Edited and taught revisions to an upper level Microbiology class as part of their classroom staff.

2011-08 - 2012-05

### **Resident Assistant & Peer Mentor**

*Union College, Barbourville, KY*

Programmed and troubleshooted the ID scan card system, performed all residence life office assistant duties. Student instructor of a freshman seminar course. Oversaw 24 first-year students in their transition to college via biweekly check-ins, in-classroom help, and summer orientation.

## **Additional Activities**

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2016-06 - 2017-03

### **New Hampshire Ambassador**

*SheJumps*

Planned, promoted, organized, and executed fundraising events as the regional ambassador for a national non-profit. Events included a 30 person, three-day Wilderness First Aid certification course with meals, lodging fundraising, and coursework.

2013-09 - 2014-05

### **Business Honors Club Liaison**

*Student Government Association (SGA), MHU, Mars Hill, NC*

Oversaw all communication channels to ensure accurate representation. Attended SGA Senate meetings as the Business Honors Club's voting member, presented all budget proposals and appeals.

2014-04

### **Cadenza Magazine Contributor**

*MHU 04/2014*

Contributing writer to the university's literary magazine.

2012-09 - 2014-04

### **Cycling Team Captain, Fundraising Coordinator, Social Media Manager**

*MHU*

Provided content and monitoring of all cycling team-related social media channels. Handled logistics, sponsor relations, and team functions as required.

2013-09

### **Model & North Carolina Contact**

*Cervelo Cycles*

Aided in coordinating the photo shoot of all 2014 products. Found and managed six models. Participated as a subject photographed by Jered and Ashley Gruber.

2012-09 - 2013-09

### **Guest Collegiate Cycling Columnist**

*USA Cycling*

2011-12 - 2012-05

### **Sports Commentator**

*Union College Swimming*

Provided colour commentary and announcing at NCAA Division II and NAIA swim meets.

2010-02 - 2012-05

## Journalist

*Collegiate Cycling News*

Provided photos and articles for the startup collegiate news website CCN. Aided in the startup process.

## Interests

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Former World Cup downhill mountain bike athlete, skier, supported by Shred Optics and Fischer Sports. As seen on WMUR (ABC News, NH), Outside TV, MTB Mania (beIN Sports), PBS, WCVB (ABC News, Boston MA), WFXT (Fox News, Boston MA), WHDH (NBC News, Boston MA), NESN (Sports, Boston MA), NH1, Comcast, and in Outside Magazine and Peloton Magazine.

Former NCAA Division II level athlete in Swimming, Cycling, and XC Running for Union College and MHU.

## References

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Richard Patty, Clif Bar & Company, Northeast Marketing Manager, rpatty@clifbar.com | (617) 913-9667

Will Yandell, Clif Bar & Company, Regional Marketing Manager - East, wyandell@clifbar.com | (516) 607-5774

Dan Koeppel, Culture & Development Editor, The Wirecutter (A New York Times Company),  
dkoeppel@wirecutter.com | (213) 434-8989

Rogan Connell, Alpine Director, Gould Academy, roganconnell@gmail.com | (207) 240-5374

## Languages

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English - native



French - intermediate (communicative in writing and speaking)

