

Catrinel Bartolomeu



MULTIMEDIA JOURNALIST
&
CONTENT EXPERT

EXPERTISE



IDEA GENERATION
RESEARCH
CONCEPT DEVELOPMENT
DIGITAL STRATEGY
CONTENT STRATEGY
WRITING
VIDEO & EXPERIENCE PRODUCTION

PUBLISHED IN



SEED MAGAZINE
NEW YORK MAGAZINE
NERVE.COM
MAXIM
TIME OUT NEW YORK
MEN'S HEALTH
VILLAGE VOICE
ESQUIRE
TOKION
BLACKBOOK



PROFILE

I am a multi-media journalist, producer and digital strategist with over twelve years of editorial and marketing experience. I love content that is purposeful, delightful, and that nourishes the reader with meaning as it is consumed. I can be your partner in idea generation and planning as well as a team-leader or an independent producer. What I do is bring ideas to life.



EXPERIENCE

WRITER, STRATEGIST, PRODUCER CATRINEL LLC

2014-2015 Journalist and marketing consultant for international brands and publications

Projects (July 2014 - present)

- **Mother NY (ongoing):** writing profiles, scripts and recruiting subjects for an iconic fashion brand's upcoming social campaign
- **The Invisible Art (ongoing):** producing and writing a short film about art conservation featuring MOMA's lead conservator
- **The Accountability Project (2014-2015):** reported and wrote an investigative article on New York State's failed anti-corruption commission
- **VICE media (2014):** defined and presented new working process for branded content production

DIGITAL ACCOUNT DIRECTOR HAVAS LYNX

AUG 2011 - JUNE 2014 Versatile leader specializing in content creation and digital innovation

Cessna

- Won first ever non-pharma business for Havas Lynx and grew account from \$200K in 2012 to over \$1M in 2013
- Sold content package including audit, strategy, creation and management plan
- Led content development and production for **Attaché**, a lightly-branded iPad magazine for flight enthusiasts built in Adobe DPS and integrated with Salesforce.com
- Produced video shoots to create reusable content for distribution via web, mobile, and experiential media
- Developed and sold innovation and events strategy which resulted in:
 - **Citation Virtual Experience:** Lynx's first ever gesture-based interactive experience developed with Flash & Xbox Kinect
 - 3-D TV short featuring the Cessna Caravan



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MULTIMEDIA JOURNALIST
&
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SKILLS



MICROSOFT OFFICE

MAC OSX

ADOBE CREATIVE SUITE

LEXIS-NEXIS

SQUARESPACE

WORDPRESS/BLOGGING

CMS

XML

VISIO

CLIENT PRESENTATIONS

NEW BUSINESS PITCHES

WORKSHOPS

FLUENT IN

FRENCH & ROMANIAN



EXPERIENCE (continued)

Biogen Portfolio & Innovation

- Developed video and print stimuli for qualitative market research in 12 cities and synthesized findings to recommend positioning and strategy
- Developed 5-year digital innovation plan which used new patient insights to inspire investment in mobile, biometric, wearable, gaming, and object technology

MULTICHANNEL STRATEGIST HAVAS LIFE

NOV 2010 – DEC 2011 Digital expert leading print-oriented teams to diversify their capabilities and offerings by educating them on the current and future state of digital health

- Led workshops, presentations and tactical ideation sessions for internal and client teams to better understand how to apply digital tools to their brand

PRODUCER AND QA LEAD CLINE DAVIS MANN

SEPT 2008 – NOV 2010 Producer and operations lead who launched a digital team in a print agency in order to create the first digital detail-aid in Pharma, "CUE," for Pfizer

- Trained and consulted with and internal teams and clients
- Designed the taxonomy and content architecture for a bug-tracker for CUE, covering hundreds of content types

DIGITAL CONTENT LEAD LIGNE ROSET DC

2005 – 2009 Writer and producer who launched and managed a franchise's digital presence and marketing efforts

- Hired team, led concepting, design, and development
- Executed content audit, developed content strategy, and maintenance plan, created content
- Produced photo and video shoots to create content reusable across multiple channels

WRITER FREELANCE

2005 – 2009 Journalist and reporter writing about science, technology, art, relationships, and the future for major publications including New York Magazine, Seed, Nerve.com, Time Out New York, Popular Science, GLU, Lemondrop.com, Esquire, Maxim, FHM, Men's Health Tokion, Blackbook



EDUCATION

WESLEYAN UNIVERSITY BA SOCIAL STUDIES

The College of Social Studies is a writing-based, interdisciplinary major focused on social theory, government, economics and history



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