

Catrinel Bartolomeu



**CONTENT
DIRECTOR
&
MULTIMEDIA
JOURNALIST**

EXPERTISE



EDITORIAL DIRECTION

CONTENT MARKETING

DIGITAL STRATEGY

CONTENT STRATEGY

WRITING

VIDEO & EXPERIENTIAL

INBOUND LEAD GENERATION

SEO

PUBLISHED



SEED MAGAZINE

NEW YORK MAGAZINE

NERVE.COM

MAXIM

TIME OUT NEW YORK

MEN'S HEALTH

VILLAGE VOICE

ESQUIRE

TOKION

BLACKBOOK



PROFILE

I'm an editor-in-chief and full-stack marketer who can create powerful content and make sure the right people see it. I can run your teams, persuade your clients, charm your mother, and triple engagement on your blog. [Email me and let's make beautiful things.](#)



EXPERIENCE

Head of Content and Marketing – OZ Content

April 2015 – present: Swiss army knife and overachiever at an early stage SaaS company

- Grew monthly traffic from 0 to 10,000 unique visitors in six months
- Grew monthly inbound leads from 0 to 500 inbound leads in six months
- Developed and executed content strategy
- Managed and edited team of 3-5 writers and published 3-4 times a week
- Designed and hosted 200-guest monthly marketing events
- Conceived and created eBooks, drip marketing campaigns, newsletters
- Planned all initiatives related to content marketing, digital marketing email marketing, strategy and analytics

Journalist, Strategist, Producer – CATRINEL INC

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

- **Mother NY (2015):** Produced, recruited, and wrote scripts for racy [Calvin Klein Jeans](#) campaign
- **The Accountability Project (2014-2015):** reported an investigative article on New York's failed anti-corruption commission
- **VICE media (2014):** Architected workflows and process for 50+ person team in digital branded content production

Digital Account Director – Havas Lynx

2011-2014–Non-conformist account leader specializing in content creation and digital innovation: Cessna, Biogen, Bapineuzumab

- Won account and grew it from \$200K in 2012 to over \$1M in 2013
- Sold and executed content audit, strategy, creation and management plan
- Led content development for Attaché, a lightly-branded iPad magazine
- Produced video shoots for web, mobile, and experiential media
- Spearheaded Citation Virtual Experience: Lynx's first ever gesture-based interactive experience developed with Flash & Xbox Kinect
- Led qualitative market research in 12 cities (Biogen)
- Developed 5 year digital innovation plan using patient insights to inspire mobile, biometric, wearable, gaming, and object (Biogen)
- Headed message development, brand development, and corporate branding to establish a foundation for the successful commercialization (Bapi)



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TOOLS



ADOBE CREATIVE SUITE

LEXIS-NEXIS

SQUARESPACE

WORDPRESS

HUBSPOT

SEM RUSH, MOZ

SALESFORCE



EXPERIENCE

Multi-Channel Strategist—Havas Life

2010-2011—Digital expert training print teams to apply creative thinking to digital projects.

- 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 Man

2008-2010—Key player on first digital team in print agency launching the first digital detail aid in pharma for Pfizer

- Trained and consulted with internal teams and clients
- Kept projects on schedule and on budget
- Designed content architecture for a bug tracking

Digital Content Lead—Ligne Roset DC

2005 – 2009—Launched and a furniture company’s digital presence and marketing efforts

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

Writer and Reporter

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 and Blackbook, and others.

EDUCATION

WESLEYAN UNIVERSITY, BA SOCIAL STUDIES, 1998-2002

- Graduated with Honors from The College of Social Studies—a writing-based, interdisciplinary major focused on social theory, government, economics, and history.



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