

(808) 927-3589
kathleen-wong.com
kmw467@nyu.edu

KATHLEEN WONG

A writer and editor with experience in editorial, branded content and nonprofit communications seeking to amplify human stories and connections.

EXPERIENCE

Self-employed – *Writer and editor*

July 2014 – Present – Honolulu, Hawaii

- Pitch, report and write for publications such as the New York Times, Smithsonian Magazine, Cosmopolitan, the Cut, Huffington Post, Vice, Shape, Fast Company and more.
- Part-time branded content editor for Matador Network.
- Part-time content writer for the Center for Policing Equity.
- Write cultivation and stewardship email and website copy for nonprofits, such as Anti-Defamation League.
- Interview and write advertorials for design and healthcare clients.

Hawaii Community Foundation – *Strategic Writer & Editor*

Nov 2020 – Sept 2021 – Honolulu, Hawaii

- Research, write and edit content, including but not limited to email blasts, ads, reports, and website copy, aligned with messaging and goals.
- Hire and manage freelance writers to assist with copy needs.
- Manage editorial calendar.
- Manage social media consultant to keep content fresh and relevant, including sharing out audio snippets from interviews.

American Civil Liberties Union of Hawaii – *Communications Manager*

March 2019 – Oct 2020 – Honolulu, Hawaii

- Conceptualized and executed communication strategies to elevate policy, fundraising and legal work.
- Managed and grew social media channels through creative campaigns.
- Researched and strategized ways to target audiences outside of typical ACLU demographic
- Designed print and digital collateral, including but not limited to brochures, keynote presentations, flyers, posters, social media graphics and more.

- Led media coverage, including pitching media outlets, prepping colleagues for media appearances and defining messaging frames and talking points.
- Produced written materials, including op-eds, email blasts, quarterly newsletter and press releases for outreach and event promotion needs.

Honolulu Museum of Art – *Communications Manager*

Nov 2018 – March 2019 – Honolulu, Hawaii

- Oversaw blog as editor and main contributing writer, which included interviews with artists and curators, and event recaps.
- Acted as principal copywriter—embodying museum voice—writing and editing museum copy and collateral, including but not limited to the member’s magazine, signage, website content, brochures and more.
- Coordinated and developed weekly e-newsletter, which included upcoming events, exhibition info, and blog posts.
- Managed media inquiries, including fielding media requests, drafting press releases and at times, being museum spokesperson.

Honolulu Museum of Art – *Digital Media Associate*

April 2018 – Nov 2018 – Honolulu, Hawaii

- Managed and grew audience and traffic of social media platforms, including Twitter, Instagram, Snapchat and Facebook.
- Developed innovative marketing campaigns via social media, such as contests.
- Fielded media requests to the museum, including working with photographers and reporters.
- Wrote press releases for events and upcoming exhibitions.
- Provided live coverage of events on social media.

Mic – *Branded Content Writer*

July 2016 – July 2017 – New York, New York

- Brainstormed and wrote copy for integrated marketing campaigns for clients such as Microsoft, Google, Hulu, Chevrolet, and Yellowtail.
- Worked alongside freelancers, such as photographers, and clients to execute campaign content.
- Interviewed people like music artists and the co-founders of Black Lives Matter.

Mic – *News Writer*

Nov 2015 – July 2016 – New York, New York

- Pitched and wrote 3-5 daily articles based on SEO and breaking news with a social justice lens.
- Scoured resources like TweetDeck, Spike Newship and Reddit to catch emerging trends.

- For music beat: wrote music album reviews and interviewed music artists like Awkwafina and Gramatik.
- Covered live events such as the Oscars and 2012 Presidential debates.
- Wrote feature stories on social justice, such as NYU's Abolish the Box campaign.

EDUCATION

New York University – *BA in Journalism, Sociology*

2012 – 2015

Honors scholar. Studied abroad in Paris and Accra.

SKILLS

Adobe Creative Suite, Microsoft Office, WordPress, Wordfly, Twitter, Instagram, Facebook, Google Analytics, HTML, CMS, Media Radar, Spike Newswhip, Hootsuite