



KATHERINE ABRAHAM

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EXPERIENCE

Chief Editor

2011-Present

Rehab Matters Magazine, Toronto, ON

- Managed editorial direction (content decisions, yearly themes, and creative decisions) and was responsible for operational and strategic planning
- Created and maintained brand style and voice
- Identified, engaged, and managed writers, designers, and sales contributors to meet strict publishing deadlines
- Responsible for fact checking, copy editing (spelling, grammar, and syntax), editing for consistent style, and design layout.
- Researched, wrote, conducted interviews, and contribute articles as needed
- Built and maintained social media brand for the company using Facebook, Twitter, and LinkedIn

Achievements

- Re-designed look and style of magazine and improved readership to 92% of members
- Expanded pool of contributors by sourcing, engaging, and developing new talent

Writer/Editor

2011-2015

MCI Strategies, Toronto, ON

- Led the writing and editing of websites, biographies, missions statements, marketing proposals, brochures, pamphlets, and newsletters (national and provincial) for clients ranging from law firms to industry magazines
- Redesigned websites to deliver better content and improve search engine optimization
- Managed social media sites (Facebook, Twitter, LinkedIn) of major clients

Contributing Writer

2015-Present

newsrooms365.com, Toronto, ON

- Compose tweets with a unique voice and point of view for digital marketing purposes
- Research and write original blog-style content for client websites

Copy Editor

2013

Torontoist.com, Toronto, ON

- Contributed original content to social media sites with 90,000+ followers
- Responsible for copy editing in a fast-paced environment using the WordPress platform
- Adherence to Torontoist style guide and The Canadian Press Stylebook

EDUCATION

Honours Bachelor of Arts

2009

York University, Professional Writing Program, Periodical Stream

Relevant courses: Copy Editing, Writing for Special Features, Journalism Ethics, Research

SKILLS

- Copy editing, proofreading, language skills, attention to detail
- Efficient in both PC and Mac computing formats
- Curating, managing, & growing corporate social media accounts (including dashboard applications for metrics and monitoring)
- Adobe programs InDesign, InCopy, Premiere Pro
- Social Media: YouTube, Facebook, Twitter, LinkedIn, Instagram, Tumblr
- Photography, videography, & video editing (YouTube, Adobe Premiere Pro, CyberLink PowerDirector)
- Technologically savvy & adaptable
- Completed Ontario Extended French program
- Completed Cambridge Latin program
- Awards for: leadership, team spirit, community life, Audacity in Print