

Laura E. Cathey
cathlaura@gmail.com

Communications Solutions

Content Creation and Project Experience:

Freelance Communications Contractor

NOV '11 – PRESENT

Self-Employed

- Published to social media, email newsletters, & print; recorded & edited video of public speakers

Communications and Resource Center Coordinator

APR '11 – FEB '15

Presbytery of Chicago. Chicago, IL

- Spread message of unity to regional community. Leveraged metrics to grow every 6 months: email subscribers by 17%, Facebook and Twitter followers by 20%, WordPress blog visits by 40%
- Directed, advised, and curated projects with executive leadership, volunteers, inter-departmental staff, editors, writers, photographers, print staff, and organization's members

Program Manager

APR '10 – APR '11

Chicago Computer Club. Chicago, IL

- Managed Helpdesk's four employees during 50% increase of call-in tech support subscribers
- Cut customer cancellation rate in half by creating technical training materials and procedure focused on customer satisfaction. Wrote copy for marketing and tech updates with 3K recipients

Program Associate – Melbourne, Australia Event

JULY '09 – DEC '09

Council for a Parliament of the World's Religions. Chicago, IL

- Tracked event details to ensure venue/vendor consensus for a conference of 700 workshops
- Wrote copy and coded design for mass e-mails to thousands of global participants and speakers

Training Experience:

Instructor – Community Technology Center

APR '11 – MAY '13

Jane Addams Resource Corporation. Chicago, IL

- Led 7-week classes in Microsoft Word, Excel, and PowerPoint to improve participants' job skills

Helpdesk Technology Consultant

FEB '07 – MAY '09

Grinnell College. Grinnell, IA

- Provided software and networking support solutions to the campus community
- Designed and led 5-week employee training course on writing user-facing documentation

Software Expertise:

Windows 10 • Microsoft Office 2013 (Excel, Word, PowerPoint, Outlook, SharePoint, Visio) • Audacity
Adobe Photoshop • HTML & CSS • Google Analytics, Facebook Insights, Hootsuite Analytics
Online publishing (WordPress, Blogger, Tumblr) • E-mail marketing (Constant Contact, MailChimp)

Education:

Qasid Arabic Institute, Amman, Jordan. Modern Standard Arabic Intensive SEPT '15 – DEC '15
Grinnell College, Grinnell, IA. Bachelor of Arts in Anthropology Received diploma MAY '09
ICADS Spanish Immersion Program and Internship, San José, Costa Rica JUNE '06 – AUG '06