



STORYTELLER

Observant and collaborative writer dedicated to building relationships, solving problems, and digging deep. Creative, empathetic, and resourceful storyteller. Fast and curious learner who uses impactful narratives and effective digital strategies to engage audiences with a mission or brand.

EDUCATION

University of Wisconsin-Madison (2018)
Masters in Journalism and Mass Communication

University of Buffalo (2017)
Bachelor of Arts in Communication

SKILLS

- AP Style
- Writing
- Copy editing
- Content strategy
- Adobe Creative Suite
- Strength-based communication
- Humor & imagination
- Adaptability
- Planning
- Leadership
- Research

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WORK EXPERIENCE

BUILT IN

Staff Writer

May 2022 - April 2023

- Authored multiple long-form feature stories, Q&As, and round-ups per week while collaborating with editors and project managers
- Consulted with clients like Intuit Credit Karma, CLEAR, and SRAM on strategy for branded content to reach tech talent
- Conducted in-depth interviews with employees and executives about company culture, products, professional development opportunities, and more
- Communicated complex technical concepts to a variety of audiences in the tech and startup industry
- Managed Brand Studio's social media efforts, including copy editing written posts, scheduling LinkedIn content, analyzing performance data, and implementing strategies to further engagement
- Member of Brand Studio's team-building committee, an employee resource group, and Built In's book club
- Published the most assets and garnered the highest revenue in Q1 2023

ELKS NATIONAL FOUNDATION

Communications Associate

Aug 2019 - April 2022

- Organized comprehensive strategies to promote the Foundation's programs, meet critical fundraising needs, and increase engagement with the Foundation's platforms and mission
- Created, edited, and published informational materials, feature stories, newsletters, appeals, presentation scripts, videos, and social content
- Maintained brand, style, and voice across departments and channels
- Oversaw the production of Heartbeat, a quarterly print and online newsletter. Planned and created written content, selected photos, and copy edited. Managed an interdepartmental team through the production process
- Supervised a programs assistant in archival and research work
- Led a social campaign to garner video engagement on YouTube, resulting in a 136% increase in channel subscriptions, 18% increase in viewers, and a 100% increase in watch time
- Leveraged a multi-channel campaign to more than double fundraising outcomes on Giving Tuesday in 2019, doubling the number of recurring gift sign-ups, one-time gifts, and average contributions

CURB

Lead Writer

Aug 2018 - Dec 2018

- Held an editorial leadership position, which included copy editing and fact-checking before print and online publication
- Independently reported an in-depth feature story and two alternative story forms and co-reported a long-form digital feature and a podcast

WISCONSIN CENTER FOR INVESTIGATIVE JOURNALISM

Investigative Reporter

Jan 2018 - June 2018

- Conducted a four-month investigation into the effects of Wisconsin's redistricting process and the potential consequences of the Supreme Court's ruling in Gill v. Whitford that garnered nationwide views
- Honed interviewing and research skills and established fact-checking abilities