

# katherineannsamon

## journalist

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Accomplished, effective journalist who wrote over 115 stories in one year, and whose work increases readers, viewers, attendees. Consistent execution of quality content with an engaging voice that scores strong on reader affinity, creating a buzz and a following. Forward-thinker continuously looking ahead to spot trends, stories and angles that others miss. Propels growth by being smart, conscientious, quick, a thorough researcher, and able to turn on a dime under tight deadlines while working on simultaneous projects, writing, editing and proofing.

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### Professional Experience

#### Westchester Magazine, Elmsford, New York.

Promotional/Advertorial Writer. April 2011 to Present.

Writing monthly advertorials for Westchester Magazine, Westchester Home and 914INC. on home & garden, health, business, tech, beauty and fashion. Writing promotional/marketing materials and supplements for events such as "Wine & Food Weekend" as well as supplements about cities. Interviewing clients. Often working on five projects. Editing and proofing the department online and in print.

#### *Key Accomplishments:*

- Wrote inaugural "Wine & Food Weekend" (48 pages) from scratch in three weeks. 3,000 attendees.
- Wrote the editorial spread on "Best of Westchester Party"—VIP tickets sold out faster than in prior years.
- Wrote and researched Today Media corporate website and media kit launching mid-September.

#### AOL Patch.com. Westchester County, New York, Editions.

Reporter. January 2010 to Present.

Reporting, photographing and shooting video for local online editions in the Hudson Valley about businesses, events, profiles, health, celebrations, the arts. Writing headlines, deks and captions. Often filing the same day.

#### *Key accomplishments:*

- Facilitating my editors' need for content by producing self-generated stories and writing on assignment.
- Attracting reader growth with stories that often enter the "Most Popular" box; cultivating relationships.

#### AOL Patch.com. Westchester County, New York, Editions.

Columnist. April 2010 to Present.

Based on popular reader response, asked by Patch editors to write three bimonthly columns.

#### *Key accomplishments:*

- "Woman of a Certain Age." Topical and sometimes humorous essays about being 40+ and post-divorce.
- "Home & Garden." Trends and how-to: design, gardens, entertaining, food, real estate, local businesses.
- "Historical Wonders." Originating stories about noteworthy events, people and locations.

#### Larchmont Gazette.com. Larchmont, New York.

Business reporter. May 2009 to September 2010 (folded).

Provided feature content about local businesses, events, home design, the arts and celebrations.

#### *Key accomplishments:*

- Brainstormed the creation of a new business section, identified businesses to cover.
- Strategized business profiles that increased ad revenue. Created relationships.

### Author

Ranch House Style. Clarkson Potter, 2003. Sunday feature story by The New York Times. Texas press tour.

Selected for Texas Book Festival lecture. Inspired by author's home and the American phenomenon.

#### *Key Accomplishments:*

- Discovered that the book would fill a void from 1948. Wrote all text and first history since 1948.
- Conceptualized the format with my editors. Found 18 U.S. homes in varied styles, booked a photographer, arranged the schedule, styled and directed over 400 shots. Successful press tour.

Ethan Allen's Style: Create the Look You Love. 2003. Referred by Ranch House Style editor.

*Key Accomplishments:*

- Strategized with creative departments to establish the concept and 22 designs to explore.
- Researched the styles and wrote all the copy in eight weeks.

More Dates From Hell. 1995. Plume. Nine-city national tour: TV, radio, print. Sequel (see below).

*Key Accomplishments:*

- Found a clever and humorous angle on dating. 100 true stories from men and women. Successful tour.
- Delivered fresh content, devised a new organization to successfully distinguish it from the original book.

Dates From Hell. 1992. Plume. Eight printings. Nine-city national tour. Literary Guild Selection. Audio.

*Key Accomplishments:*

- Triggered the publisher's desire for a sequel due to high sales and successful publicity and tour.
- Collaborated on winning concepts for format and cover design.

### **Additional Professional Experience**

Working Woman. New York, New York.

Features Contract Writer. 1993 to 2000.

*Key Accomplishments:*

- Analyzed managerial and business trends with editors to develop feature stories.
- Two stories were submitted by editors to American Society of Magazine Editors for nomination.

Mademoiselle. New York, New York.

Features Contract Writer. 1987 to 1996.

*Key Accomplishments:*

- Realized the editor-in-chief's desire to find a new way to cover trends: Created researched, fictionalized composites to tell stories of lifestyle happenings and trends.
- Garnered high reader response.

Savvy. New York, New York.

Associate Editor. 1985 to 1986.

*Key Accomplishments:*

- Strengthened management and business coverage by assigning unique feature stories.
- Elevated how-to content into special sections and in additional features and columns.

Glamour and Harper's Bazaar. New York, New York.

Staff writer and Assistant Staff Writer, 1980 to 1986.

*Key Accomplishments:*

- Work consistently scored high with readers on Mark Clements reader surveys.
- Brought versatility to covering health, fashion, design, entertainment and beauty and in special sections.

Freelance Articles. New York, New York.

1983 to Present.

The New York Times, The New York Post, The New York Daily News, The Journal News, Vogue, GQ, Travel & Leisure, This Old House, House Beautiful and more, including Westchester Health & Fitness.

### **Education**

Bachelor of Arts, University of Texas at Austin

Dean's List, Spanish and English

Honors Writing under Howard Stein (UT and Yale professor) by selection, with Renata Adler, Arlene Croce, Ted Solotaroff.

### **Organizations**

LinkedIn \* Folio Media Pro \* LinkEds&Writers \* Magazine Publishing \* Larchmont Historical Society, Trustee