

Catherine Dold

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Freelance Writer/Editor/Project Manager

- Write, edit, and manage publishing projects focused on health and science issues, including web content, blog posts, social media outreach, feature articles, books, patient education materials, CME programs, ad copy, annual reports, newsletters, slide decks, animation scripts, webinar slides and scripts (and moderating), content marketing materials, white papers, and more.

Clients include American Chemical Society, American Medical Association, American Society of Clinical Oncology, American Society of Nephrology, Beckman Center for Molecular and Genetic Medicine (Stanford University), BioPharma Dive, Covidien, Genentech, Harvard Medical School, The Joint Commission, Memorial Sloan-Kettering Cancer Center, National Institutes of Health, Nature (TV), Sutter Health (Palo Alto Medical Foundation and Mills-Peninsula Medical Center), U.S. Fish and Wildlife Service, U.S. Forest Service, World Health Organization, Wunderman Thompson Health / Grey Healthcare Group.

- Feature articles have been published in *The New York Times* science section, *Smithsonian*, *Discover*, *Audubon*, *ASCO Daily News*, *American Archaeology*, *Health*, *Self*, *Cosmopolitan*, *Hippocrates*, *Reader's Digest*, *Bark*, and elsewhere.

Sample Projects

- *The Recovery Book: Answers to All Your Questions About Addiction and Alcoholism and Finding Health and Happiness in Sobriety* (Workman Publishing) (TheRecoveryBook.com)
~ 2015 Outstanding Book Award, American Society of Journalists and Authors ~

Co-author. Managed the entire writing and editing project, working with a leading addiction expert, Al J. Mooney, M.D. Set up all online outlets, including website, blog, and social media channels. Designed and implemented a comprehensive social media strategy to build the audience, resulting in page-one Google results.

- *My Life in Recovery: A 12-Session Recovery Workbook for Building a New Life in Sobriety*
Wrote, designed, and published on Amazon's CreateSpace and Kindle Direct Publishing a workbook companion to *The Recovery Book*. Manage and host online events focused on recovery.

- Webinars and white papers – BioPharma Dive's Brand Studio
Write and host webinars for biopharma industry professionals. Interview scientists and other subject matter experts, write all content, including slides and speaker scripts, and host live events. Write white papers on a variety of biopharmaceutical industry topics, including digital marketing techniques, AI, clinical trial technology, pharma manufacturing, and more.

- Annual reports, web content – Palo Alto Medical Foundation / Sutter Health
Wrote and edited PAMF annual reports. Developed story lineup, wrote feature stories and doctor profiles, edited donor lists, and worked closely with designer at all stages of production. Worked with team of writers to revamp all consumer web content for Sutter Health.

- Social media strategy and web content – American Society of Nephrology
Designed and implemented social media strategy to increase ASN's visibility among journalists, medical students, and physicians. Developed a blog from the ground up, and developed systems for daily social media postings. Wrote and edited blog posts, backgrounders, editorials, press releases, physician profiles, and more. Managed all social media channels during ASN's annual conference.

- Patient education booklets and CME programs – American Medical Association
Wrote consumer guide to depression, covering diagnosis, treatment, and coping mechanisms; AMA distributed 500,000 copies. Wrote similar guides on hepatitis C and overactive bladder. Wrote CME programs on chronic bronchitis and hereditary cancer syndromes.
- Monographs, PowerPoint medical education programs – Jespersen & Associates
Wrote materials about surgical methods and new devices for treating breast and brain tumors.
- Digital patient education programs – Memorial Sloan-Kettering Cancer Center
Developed comprehensive patient education programs on leukemia, breast cancer, and nausea.
- Middle Rio Grande Basin Research Report – U.S. Forest Service
Editor, 20-page consumer newsletter on scientific research funded by Forest Service. Developed story list, assigned stories, edited all copy, researched photos, hired and supervised designer.
- Rio Grande Silvery Minnow Recovery Plan – U.S. Fish and Wildlife Service
Worked with a team of scientists to write a 250-page recovery plan for an endangered species.
- *Harvard Medical School Family Health Guide* – Simon & Schuster
Wrote several chapters, edited physician-written chapters, compiled consumer resource list.
- Stroke Progress Review Group Report – National Institutes of Health (NINDS)
Edited report written by 15 medical committees, outlining the future of stroke research.

Employment History

Freelance writer/editor/project manager. New York, NY, and Boulder, CO

Adjunct professor, University of Colorado. Boulder, CO
Taught graduate course in environmental journalism.

Council of Editors, *Audubon* magazine. New York, NY
Working with freelance writers, developed, assigned, and edited articles on environmental issues and natural history. Wrote feature articles and column; worked with graphic artists, photo editors.

Senior writer, Natural Resources Defense Council. New York, NY
Wrote, edited, and produced newsletters, annual reports, brochures, and other media.

Education

M.A., Journalism and Mass Communication
Certificate, Science, Health and Environmental Reporting
Science, Health and Environmental Reporting Program
Graduate School of Arts and Science
New York University, New York, NY

B.A., Environmental, Population, and Organismic Biology
University of Colorado, Boulder, CO

Honors

2015 Outstanding Book Award – American Society of Journalists and Authors
Hillier Kreighbaum Award for Outstanding Science Writing – New York University
Project Renew Grant – American Association of University Women
Scholarships: Scripps Howard Foundation, Kappa Kappa Gamma Fraternity

Professional Affiliations

American Society of Journalists and Authors
Association of Health Care Journalists
National Association of Science Writers