

# Cathy Chatfield-Taylor

Writer / Editor

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## EXPERIENCE

*Principal, CC-T Unlimited, Lenexa, KS, 1999-2005 / San Ramon, CA, 2005-2008 / Palm City, FL, 2008-present*

- Participated in more than 250 projects for 95 individuals in 55 organizations nationwide.
- Wrote for 25+ print and online publications with global reach in business and industry.
- Planned and developed content for 12 business-to-business Web sites.
- Managed editorial production of four books and manuals for professional associations.
- Researched and wrote 12 white papers for technology vendors.

*Sr. Content Developer, HNTB Technology Group, Kansas City, MO, 1997-1999*

- Led development of e-commerce, business-to-business and engineering project Web sites.
- Produced digital video and interactive multimedia programs for public involvement.
- Developed sales brochures, proposals and presentations for technology consulting services.

*Editor in Chief, EXPO Magazine, Overland Park, KS, 1995-1997*

- Directed editorial, design and production for exhibition industry trade magazine.
- Produced media kit, promotional mailings and supplements to support advertising sales.
- Developed content for launch of EXPO's online edition and industry resource Web site.

*Principal, CC-T Unlimited, Topeka, KS, 1989-1990 / Lenexa, KS, 1990-1995*

- Launched five business-to-business newsletters for companies and trade associations.
- Ghostwrote dozens of articles for trade and corporate magazines.
- Researched and wrote copy for highly targeted marketing brochures and sales collateral.

*Previous Titles*

- Editor/publisher for technology transfer agency, Topeka, KS, 1988-1989
- Public relations director for software developer, Topeka, KS, 1984-1988
- Technical writer for consulting engineers, Syracuse, NY, 1981-1984

## EDUCATION

*M.S., Journalism, Syracuse University, Syracuse, NY, 1980-1981*

- Magazine sequence, S.I. Newhouse School of Public Communication
- Graduate teaching assistant in mass communications, 1980-1981

*B.S., Double Major, Allegheny College, Meadville, PA, 1976-1980*

- Graduated phi beta kappa, magna cum laude
- Honors in English, honors in Environmental Science

## ACTIVITIES

*International Association of Business Communicators, 1999-present*

- Director, Independent Communicators' Roundtable, SF IABC, July 2006-June 2008
- Director, Internal Communications, Kansas City/IABC, July 2002-June 2003
- Co-chair, Public Service Committee, Kansas City/IABC, 2001-2002
- Co-chair, Entrepreneurs Special Interest Group, Kansas City/IABC, 2000-2005
- Incredible Award for Outstanding Support to Kansas City/IABC, 2001

*Community Service, 1990-present*

- Copywriter/Editor, Taproot Foundation, San Francisco, CA, 2006-2008
- Webmaster, Domestic Violence Network, Kansas City, MO, 2001-2003
- Student Mentor, YouthFriends of Greater Kansas City, MO, 2000-2003
- Volunteer, Parent-Teacher Association, Shawnee Mission, KS, 1990-2000