

# Cathy Chatfield-Taylor

**Objective** Deliver compelling content, on deadline.

**Experience** *Principal, CC-T Unlimited, Lenexa, KS, 1999-2005 / San Ramon, CA, 2005-present*

- Participated in more than 200 projects for 75 individuals in 35 organizations nationwide.
- Wrote for 20 print, online and e-mail publications with global reach in business and industry.
- Planned and developed content for eight business-to-business Web sites.
- Managed editorial production of four books and manuals for professional associations.
- Researched and wrote six 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 magna cum laude with honors in English and Environmental Science

**Activities** *International Association of Business Communicators, 1999-present*

- Director, Independent Communicators' Roundtable, SF IABC, July 2006-present
- 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*  
Copywriter/Editor, Taproot Foundation, San Francisco, CA, March 2006-present  
Webmaster, Domestic Violence Network, Kansas City, MO, 2001-2003  
Student Mentor, YouthFriends of Greater Kansas City, MO, Fall 2000-Spring 2003

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**Web Site** Visit [www.CC-Tunlimited.com](http://www.CC-Tunlimited.com) for portfolio samples and client list.