

# Cathy Chatfield-Taylor

- Objective** Deliver compelling content, on deadline.
- Experience**
- Principal, CC-T Unlimited, Lenexa, KS, 1999-2005 / San Ramon, CA, 2005-2008 / Stuart, FL, 2008-present*
- Participated in more than 230 projects for 90 individuals in 40 organizations nationwide.
  - Wrote for 20+ print and online publications with global reach in business and industry.
  - Planned and developed content for 11 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 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-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*
- Copywriter/Editor, Taproot Foundation, San Francisco, CA, March 2006-2008  
Webmaster, Domestic Violence Network, Kansas City, MO, 2001-2003  
Student Mentor, YouthFriends of Greater Kansas City, MO, Fall 2000-Spring 2003
- Contact** Cathy Chatfield-Taylor  
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- Web Site** Visit [www.CC-Tunlimited.com](http://www.CC-Tunlimited.com) for portfolio samples and client list.