

KATYUSCA ABREU BROWNING

FREELANCE WRITER

CONTACT

973 248 5354

KATYUSCA.ABREU@GMAIL.COM

WWW.KATYUSCA.COM

 @katyusca_nyc

EXPERIENCE

FREELANCE WRITER | JUNE 2016 - PRESENT

- Writing for non-profit organizations, including press materials (press releases, media advisories), marketing materials (flyers, brochures), web copy, blog posts and social media posts

NYC DEPARTMENT OF CONSUMER AFFAIRS

ASSISTANT PRESS SECRETARY | AUG 2012 - MAY 2016

- Agency spokesperson; helped develop and implement communications strategies; fostered relationships with key journalists (local and national)
- Responsible for writing press and marketing materials, including speeches for commissioners, press releases, op-eds, blog posts, fact sheets, video scripts, story pitches
- Translated press and marketing materials to Spanish
- Doubled social media following to 10,000+ across channels (Facebook, Instagram, LinkedIn, Twitter, YouTube)

FINANCIAL EDUCATION ASSOCIATE | DEC 2010 - AUG 2012

- Wrote monthly e-newsletter sent to 200+ partners; maintained City's online directory of financial education services
- Researched and co-authored "Municipal Financial Empowerment: A Supervitamin for Public Programs Strategy #2: Professionalizing the Field of Financial Education and Counseling"
- Managed outreach efforts; created and delivered presentations monthly on City's programs; organized quarterly forums and trainings for 172 nonprofits
- Designed financial counseling course curricula (CUNY School of Professional Studies, Columbia School of Social Work)

PROGRAM ASSISTANT | SEP 2009 - DEC 2010

- Collaborated on the design and content of the City's tax information website
- Developed training for the City's tax-time savings program (\$aveNYC), which was nationally replicated (SaveUSA); conducted citywide site visits to ensure compliance with the program's marketing requirements
- Coordinated orientation and placement of 200 volunteer tax preparers; managed distribution of 600,000 tax time marketing collaterals to 500+ sites across New York City

NEIGHBORHOOD TRUST FEDERAL CREDIT UNION

AMERICORPS VISTA VOLUNTEER | AUG 2008 - AUG 2009

- Developed content (English, Spanish) for website and marketing materials
- Assessed the needs of credit union members: designed, administered, analyzed survey of 400 clients; redesigned new-account-opening manual; created a guide to improve cross-sell of new and existing products and services

EDUCATION

BACHELOR OF ARTS IN SPANISH LITERATURE, MINOR IN INEQUALITY STUDIES, CONCENTRATION IN LATINO STUDIES PROGRAM

CORNELL UNIVERSITY | 2004 - 2008

SKILLS

- English and Spanish fluency (ability to translate copy)
- AP Style writing, editing
- Microsoft Office programs
- WordPress and SEO
- Basic Adobe Photoshop and Illustrator
- Basic HTML, CSS and Javascript
- Bitly, Hootsuite, Google Analytics
- Facebook, Google+, Instagram, Twitter, Tumblr, Vimeo, YouTube