
CASSADY COULTER

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COMMUNICATION EXPERIENCE

Web Content Editor at Expedia

July 2015—Present

Bellevue, WA

- Assist with onboarding new hotel properties and editing hotel content for Expedia.com, Hotels.com and Venere.com.
- Fact-check hotel information to ensure accurate and streamlined content while adhering to Expedia style guidelines.
- Utilize multiple programs such as Salesforce and the Microsoft Office suite to meet weekly productivity targets, adhere to rigid quality standards, and manage various content assignments.
- Provide customer service to hotel partners via phone or email in a timely, professional manner.

Online Intern at Seattle Magazine

May 2015—July 2015

Seattle, WA

- Pitched ideas and wrote weekly content for the blog on Seattlemag.com. Wrote headlines according to SEO standards.
- Wrote and compiled the weekly Recipe of the Week column, contributed to the Makers column and wrote the Friday News Roundup.
- Managed content for Seattle magazine's social media pages and compiled the weekly Instagram Roundup.

Marketing Intern at Sasquatch Books

February 2015—May 2015

Seattle, WA

- Wrote blog posts and contributed story ideas for the Sasquatch Books blog.
- Developed content for the Sasquatch Twitter and Instagram pages according to Sasquatch voice and style guides.
- Compiled and sent book mailings and other marketing material on a tight deadline.
- Assisted the marketing and sales team with marketing material creation and research for media lists.

Custom Editorial Intern at Seattle Metropolitan Magazine (SagaCity Media)

January 2015—April 2015

Seattle, WA

- Wrote articles for *Visit Seattle Magazine* and *Travel Tacoma Magazine*.
- Fact-checked 15-25 stories per week to ensure accuracy of reporting.
- Communicated effectively with story sources via phone and email to confirm information for articles.
- Proofread copy for articles and provided feedback on voice, grammar, style, formatting and content for stories.

Intern at Grayling Public Relations

June 2014—December 2014

Seattle, WA

- Compiled weekly newsletters for three clients. Gathered relevant industry news articles and tracked coverage during high-profile announcements.
- Created media lists for all clients and conducted research to determine the most relevant contacts from each publication.
- Managed multiple accounts and projects on a daily basis; conducted research on products, services, and industry trends with a tight deadline.

SKILLS

- Copyediting and proofreading experience at multiple publications.
- Professional social media account management.
- Knowledgeable of AP style and Chicago Manual of Style guidelines.
- Proficient in Salesforce, Adobe Premiere Pro CS5, WordPress, InDesign and the Microsoft Office Suite.

EDUCATION

- **Bachelor of Arts in Communication** | Pacific Lutheran University | Tacoma, WA | 2014
- Concentration: Journalism | Minor: Psychology