

Katie J. Egan

www.katiejegan.com

Contact

C: 239-784-7735

katie.j.egan@gmail.com

Naples - Bonita Springs -
Fort Myers, Florida

Education

Florida Gulf Coast University
• Fort Myers, Florida

- B.A. in Communication with a minor in Journalism.

Relevant coursework:

- **Communication:** Theories of Communication; Rhetorical Criticism; Principles of Rhetoric and Argumentation; Gender Communication; Nonverbal Communication; Listening Theory; Ecological Communication and Public Speaking.
- **Journalism:** News Literacy; News Reporting and Writing; Writing for a Mass Audience; Grammar; Photojournalism; Media Law and Ethics. Audio and Visual Journalism; Deadline Journalism; News Production and History of U.S. Journalism.

Experience

Freelance Journalist and Copywriter

2017–Present

- Pitches news stories to editors and content writing strategies to businesses across the U.S.
- Writes articles and edits copy for grammar and style.
- Shoots, edits and produces videos and photos.

SEO Specialist

2017

DyGen Digital Marketing, Cape Coral, Florida

- Wrote a Standard Operating Procedures manual on best SEO practices.
- Optimized websites using MOZ, Google Search and other programs.
- Created 30, 60 and 90-day SEO action plans.
- Communicated directly with clients and provided updated quarterly reviews on their SEO progress.
- Delegated landing page and blog topics to the copy team.

Content Specialist

2016–2017

Dealer.com, Fort Myers, Florida

- Wrote creative and SEO-friendly content for automotive companies across the U.S. including home pages, finance applications and premium blog posts about dealership events, specials and industry news.

News Reporter

2016

Naples Herald, Naples, Florida

- Compiled crime briefs from daily arrest reports.
- Covered breaking news, Collier County and the city of Naples.
- Shot videos and photos for news stories.
- Responsible for 10-12 stories a week.

Associate Multimedia Features Reporter

2014–2015

Naples Daily News, Naples, Florida

- Wrote an investigative enterprise story on cyber stalking.
- Wrote two weekly columns: Art News and FYI-Food in Neapolitan section.
- Also was responsible for compiling calendar briefs for "In The 239" entertainment magazine.
- Proficient in video news packages.
- Worked as a part-time cops and general assignment reporter.

Features Intern

2014

Naples Daily News, Naples, Florida