

CATHERINE SCHETTING SALFINO
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View portfolio samples at <http://www.salfino.com/cath/index.htm>

ADVERTISING AND CORPORATE COMMUNICATIONS 1999-PRESENT

Writer/editor of advertorials for national consumer and trade publications.

- Clients include *Travel & Leisure Golf*, Conde Nast, Cotton Incorporated, DuPont (Teflon), and Invista -- whose brands include CoolMax and Lycra.

Additionally, provider of wide-ranging editorial and communications consulting services for Pricewaterhouse Coopers, Cahner's Publishing, and non-profits in partnerships with county governments and the New Jersey Department of Transportation. Projects included writing a winning nomination for Verizon that ultimately won the company the U.S. Environmental Protection Agency's Environmental Quality Award for Business and Industry.

EXECUTIVE EDITOR, MEADOWLANDS MEDIA GROUP 2004-PRESENT

Founder and editor of company that produces syndicated columns for more than 20 daily newspapers nationwide, with a combined circulation of over two million. The company also provides content to consumer magazines including *Psychology Today*.

FREELANCE WRITER & EDITOR 1995-PRESENT

News and lifestyle feature writer/editor for numerous in consumer and trade publications.

- Clients include Fairchild Publications' *Women's Wear Daily* and *Daily News Record*, *(201) Magazine*, *Broadcasting & Cable*, *The Star-Ledger* newspaper, *The Record* newspaper and *Lifetime* (North Jersey) magazine.

DAILY NEWS RECORD (DNR), FAIRCHILD PUBLICATIONS, NEW YORK, NY 1992-1995

Detail-oriented market editor covering activewear, outerwear, golfwear, slacks and licensed team apparel for this national men's fashion newspaper aimed at designers, merchandisers, and apparel retailers.

- Under daily deadline pressure, wrote news and feature stories about industry trends and performance via interviews with top executives and celebrity spokespeople.
- Oversaw and coordinated the work of freelancers and photographers.

ARCHITECTURAL LIGHTING MAGAZINE, MILLER FREEMAN, INC., NEW YORK, NY 1989-1991

Managing editor for this monthly trade glossy aimed at architects, and interior and lighting designers. Coordinated editorial and art departments, assigned freelancers and photographers, maintained deadline schedules and magazine style, and wrote feature stories and news items.

References upon request