

Catherine Duncan

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EDUCATION

Northwestern University: Medill School of Journalism

Bachelor of Science in **Journalism** and **International Studies, Legal Studies Minor**

Expected June 2024

GPA: 3.99

WORK EXPERIENCE

Smithsonian Magazine, Editorial Intern, Washington, D.C.

January 2024 – Present

- Report, research and write 3+ articles weekly for culture/arts, history and science sections of Smithsonian Magazine (8 million monthly readers); develop accurate, engaging stories under tight deadlines (2-3 hours)
- Produce articles and their tags, alt text, meta data and photos in content management system; present article analytics and performance metrics to editors; collaborate on projects with print/social media/design teams

Capitol Music Group, Global Marketing Intern, Los Angeles, Calif.

June 2023 – August 2023

- Tracked international trends, researched regional content gaps and identified strategies to break artists into global music markets; worked with internal creative/digital teams to boost fan engagement
- Synthesized streaming/playlisting analytics, touring/release schedules and media features into engaging status updates for 20+ artist roster; distributed to 1000+ international affiliates in weekly newsletter
- Coordinated artist interviews with international publications, fostering relationships between translators, writers, artists and the label; supported artist visits, professionally providing amenities and assistance

2112 Chicago, Editorial and Marketing Intern, Chicago, Ill.

June 2022 – August 2022

- Developed weekly pieces of editorial content (concert/festival reviews, artist profiles) for streaming service Noteworthy Media; attended related music industry events and panels to build user relationships
- Planned music festival (1,000+ people) for Mongolian Art Association; arranged appearance of 15 artists, 7 from Mongolia; scheduled and delivered creative assets; received letter of appreciation from Mongolian Embassy

Saper Law Offices, Law Clerk, Chicago, Ill.

March 2022 – June 2022

- Formulated motions/office memos, drafted engagement letters, managed firm's trademark docket, organized case logs and communicated daily research of private policies relevant to clients' entertainment law cases
- Analyzed innovations in business/entertainment law to quickly compile speaking points for principal attorney's on-air and written interviews, examining key industry updates and players under critical timelines

Wavelength Magazine, Editor in Chief, Evanston, Ill.

August 2022 – Present

- Operate 30-person staff for quarterly print and web music magazine; assign, edit and oversee all content
- Lead weekly meetings; hone pitches, set deadlines and fact-check stories; produce and print 30+ page magazine

Mayfest Productions, Promotions Chair, Evanston, Ill.

August 2022 – Present

- Oversee 15-person committee that develops and designs promotional materials (press releases, artist announcements, website copy) for the largest student-run music festival in the country (17,000+ attendees)
- Develop strategies to engage with 15,000+ young audience; create cohesive themed branding across year-long creative content plans; correspond with artist agencies and corporate partners to approve all artist marketing

Northwestern Student Affairs Marketing, Social Media Coordinator, Evanston, Ill.

September 2021 – Present

- Collaborate with graphic designers, copywriters and photographers to create specialized marketing campaigns for 35+ departments within Student Affairs at NU; track social media analytics
- Evaluate campaign performance indicators and reception; improve on annual projects accordingly

TECHNICAL SKILLS

- **Languages:** Fluent in Mandarin Chinese, Intermediate French (2 years of college coursework)
- **PC/Microsoft Software:** Python, Adobe Photoshop, InDesign, Premiere Pro, Illustrator, Google Suite
- **Website/Marketing Software:** WordPress, Squarespace, MailChimp, Hootsuite, Chartmetric, Spot On Track