

Katlyn Roberts BA

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Profile

Freelance Writer / Copywriter / Content Writer: A skilled subject matter expert through in-depth research and a contagious curiosity with 8 years' experience creating engaging content on a range of topics for various audiences.

Expertly guiding clients through any learning, sales, or business process -whatever the topic, whilst writing with a brand-aligned tone combined with absolute technical accuracy and a perfectionist's eye for detail.

Highly emotionally intelligent, engaging with key stakeholders as a credible business partner, always taking the time to be thorough and think outside the box to consistently ideate and write high-quality content, every single time.

Areas of Expertise

Suicide Prevention and Mental Health	Newsletters	Knowledge of American healthcare
Copywriting/ Copyediting	Reader / user-focused approach	Close attention to detail
Idea creation and subject research	Delivering compelling content	Brand alignment / brand guardian
Community management	Clarifying/combining complex topics	Personal integrity and loyalty

Career Summary

Writer / Co-Author (Contract) | 2020 - Present

- Currently writing a memoir / novel for a family member of a legendary American rock band, creating a clear book plan i.e. structure, chapter titles, and target audience etc. and set key milestones to achieve target publishing date
- Meet with the co-author (digitally and in person) for interviews and plot planning meetings and secure agreement for interviews with members of the band's family and key associates
- Organize research trips to Santa Cruz to collect archival documents and transcribe and systematically organize content including audio content
- Conduct extended research into relevant biographies and books related to the band to add valuable context and a broader perspective

Freelance Writer | Medium Inc. | 2020 - Present

Medium is a digital publishing platform with +100 million readers and is used by a vast range of writers from professional journalists, influencers, commentators and thought-leaders, such as Barack Obama, to data scientists.

- Ranked by Medium as a top writer in travel, history, humor, culture, politics, and creativity and paid contributor:
 - o [Articles](#) have amassed 147k views and attracted 3.4k followers
 - o Selected for a pilot program to provide extra bonuses and visibility to talented writers
- Plan, research, write and post engaging content, creating a schedule/calendar for regular posting activity:
 - o Selected as a feature writer for one of Medium's top-read publications - Human Parts

Content Specialist | Shmoop University Inc. | 2018 - 2020

A for-profit online educational technology company specializing in test preparation materials, mental health tools, and learning content for K-12 schools. The content is notable for its academic rigor combined with a frank style.

- Head scriptwriter of video courses with over 16k subscribers
- Quickly promoted to literature after starting on finance courses
- Ensured all research is carried out using reputable and legally accessed resources, as well as ensuring all content is referenced where necessary and is technically accurate
- Interviewed subject matter experts and completed voiceover work for video content

Copywriter | HelloSuper | 2018 - 2019

Established in 2015, the subscription service home care and repair business has gained a significant market share.

- Produced weekly actionable content for [Super Blog](#): Professional advice for keeping your home worry-free

- Adhered to stringent brand guidelines for tone, format and keyword content along with prescribed descriptive and exclamatory words for inclusion in content
- Ensured the blogs inspired people to action, to support the commercial purposes of the business

Community / Administrative Manager | LightHearted Medicine | 2014 - 2018

- Practice co-founder and designer of a beautiful, functional website for an online practice, a relatively new concept in medicine at the time, while adhering to all HIPAA regulations
- Boosted clientele engagement by orchestrating regular social media, email, and in-person event campaigns:
 - o Quickly gained 200 clients from a zero base and attracted 1,714 followers on LinkedIn
- Maintained relationships with patients, supplement dispensaries, pharmacies, and local health professionals to build trust and ensure quality of care
- Worked closely with the co-founders: Dr Bruce Roberts, MD - Family Physician, Psychiatrist, and Integrative Medicine practitioner and Dr Molly Roberts MD, MS - Family Physician, past president of the American Holistic Medical Association and board member of the Academy of Integrative Health and Medicine
- Trained an apprentice on all aspects of practice functions and provided information and guidance
- Chaired daily rundown meetings and weekly founding/staff meetings to plan for the week ahead
- Created schedules, coordinated marketing and community campaigns, recorded and edited the podcast, wrote the newsletter and blog, created and updated the website, and wrote all educational and informative materials.

Voluntary Role

Event Coordinator | Suicide and Mental Health Awareness | 2010 - 2014

- Officiated communication between the leaders of the secret-sharing blog PostSecret, the suicide hotline IMAlive, and the BridgeRail Foundation, an organization advocating for a safety net to be built under the Golden Gate Bridge, as well as inspirational mental health speaker Kevin Hines, and the band Blue October, to put on a suicide and mental health awareness event in San Francisco's Crissy Field called Please Don't Jump.
- Featured as a subject matter expert in a Time Magazine online, top-viewed video called "PostSecret Suicide: Please Don't Jump!"
- Shot and edited two promotional videos for Kevin Hines' website, www.KevinHinesStory.com
- Contracted to adapt Kevin Hines' biography, "Cracked, Not Broken" into a screenplay
- Guest-spoke at the University of California Berkeley on the topic of Suicide Prevention

Education

BA in Cinema and Screenwriting | San Francisco State University | 2011 - 2014

Produced a community-focused documentary, The Net, focusing on those who lost a family member via suicide on the Golden Gate Bridge and their heroic journey from grieving survivors to empowered activists.

BA Theatre Directing, Writing, and Production (part completion) | Northern Arizona University | 2008 - 2010

IT Skills

Proficient user of Microsoft Office (Word, PowerPoint, Excel, Outlook, Teams) | Final Cut Pro (video editing) | Scrivener (novel writing) | Google Docs (writing) | Celtx and Final Draft (screenwriting) | Garageband (sound mixing) | Slack (inter-company communication) | Power2Practice (HIPAA-compliant electronic medical records) | Dropbox (file storage and organization) | Wix (website development) | Vcita (scheduling and communication) | Zapier (connects apps) | Zoom and Meetn (video conferencing) | Zenefits (employee management) | WhatsApp, Instagram, Facebook and YouTube (social media) | Hootsuite (social post management)

Language Skills

A2 in Spanish

Personal Interests

I am passionate about history, culture, travel, literature, television, film, and mental health. I also enjoy considerably lending my voice to sometimes complex and often controversial political issues such as LGBTQ, Black Lives Matter, Feminism, reproductive rights, employee rights, and public healthcare, etc.