

Mary Kate McGowan

Creative editorial leader passionate about educating readers through quality publications and content.

Experience

ASHRAE

April 2020 - Now

Managing Editor

- Supervises editorial quality and production of engineering publication's digital and print presences—monthly magazine four newsletters and podcast.
- Leads editorial projects from ideation to conception.
- Sets editorial strategy, including launching new products, based on audience feedback and data.
- Supports team members and freelancers to achieve editorial excellence.
- Collaborates with subject matter experts to create content for digital products and print magazine.

Associate Editor, News

May 2017 - April 2020

- Specialized in technical and non-technical writing for digital and print products.
- Reimagined newsletter content and increased reader engagement.

Mary Kate McGowan, LLC

August 2020 - Now

Creative Director

- Currently building a supply chain startup's marketing strategy in preparation for seed-round funding and product launch.
 - Leads content marketing strategy creation and execution.
 - Serves as a marketing and editorial consultant.
 - Is responsible for establishing the startup's brand voice.
- Executes copywriting projects to help solopreneurs sell products and services.
 - Helped life coach launch and sell out coaching program.

Marietta Daily Journal

Staff Reporter

April 2016 - May 2017

- Wrote news stories about wide-ranging topics under strict deadlines.
- Covered local and state education policies.

Index- Journal

Staff Reporter

June 2015 - April 2016

- Wrote news and feature stories about different topics every day.
- Reported local news with hands-on, empathetic strategies.

Contact

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Skills & Expertise

- Collaborating with subject matter experts to create quality editorial content.
- Writing technical and non-technical articles for print and digital.
- Creating editorial and marketing projects true to brand voice and mission.
- Supporting team members to achieve editorial excellence.
- Launching new content vehicles.
- Crafting targeted content strategies.

Education

Mississippi State University
Bachelor of Arts
Communication (Journalism) & English
2011-15

Interests

• Reading • Traveling • Hiking • Supporting craft breweries • Meditating • Cheering on favorite college and professional baseball teams and Formula 1 teams