

# Carolyn Crapo

Email: [caromarie@rocketmail.com](mailto:caromarie@rocketmail.com) ♦ Website: [www.caromaofnyc.com/work](http://www.caromaofnyc.com/work) ♦ Phone: (917) 806-2491

## Profile

I am a polished, experienced, and adaptable writer and researcher who has covered a wide range of topics in a variety of industries, with a concentration in corporate communications and finance. Currently, I am working for a financial services consulting company and I have reported on financial markets for one of the world's leading business information companies. I am an active member of the New York Financial Writers' Association. I work very well with teams, and enjoy working on both projects and ongoing tasks.

- Learned to write quickly and accurately for daily, weekly, monthly and project deadlines.
- Can write business strategy, news, or profile articles about a wide variety of topics.
- Edited or written documentation, guidebooks, brochures, and policy manuals.
- Created advanced Quark reports, PowerPoint presentations and websites in Mac iWeb and GoDaddy.
- Works easily with various types of databases, and readily learns new applications and software.
- Very cognizant of matters of style and vocabulary.
- Excellent at articulating various views, eliminating potential misunderstandings, and clarifying evolving nuances in stories.
- Works to crystallize diverse information given about a policy, product, or procedure into a clear message.
- Able to tailor complex ideas to an audience in accordance with management specifications and goals.

## Experience

### 2012-PRESENT: Marketing Associate

DUBICK & ASSOCIATES, NEW YORK, NY

- Executive assistant, writer, and researcher at consulting company that focuses on helping financial services firms identify and maximize distribution and marketing opportunities to financial advisors.
- Write articles profiling C-level executives, industry trends, and practice management tips for the Options Industry Council, the educational arm of the Options Clearing Corporation.
- Assist in assembling online surveys for research study of advisors' use of closed-end funds for Nuveen Investments.
- Conduct or assisting in conducting interviews of top executives in the field of financial services.
- Edit and contribute articles to company newsletter on trends in social media and many other topics
- Rebuilt and administer company website using GoDaddy.
- Create newsletter and manage and track distribution via MyEmma service.
- Assist with travel arrangements, meetings, logistical challenges, and other services for President of the company.

### 2010-2011: Editor and Researcher

DM PUBLIC RELATIONS, NEW YORK, NY

- Edited and wrote press releases and client updates for one of the leading environmentally-concentrated public relations firms in New York.
- Researched media trends and help pitch stories to reporters and publications.
- Assisted with website updates in editorial and technical capacities.

### 2008-2009: Publications Support Analyst

INSURANCE SERVICES OFFICE, JERSEY CITY, NJ

- Implemented quality assurance of risk data, decision support information and analytics for the largest data provider to the insurance industry in the United States.
- Expedited informational bulletins on tight deadlines, improving efficiency by at least 30%.

### 2007 (On Contract): Writer and Editor

NEW YORK, NY

- Fine-tuned articles and wrote for such publications as Market News and Pharmaceutical Executive.
- Executed various administrative duties via placement agencies for diverse businesses, including completing presentations, creating databases with Excel and Salesforce, and being responsible for mail and filing duties.

JUNE 2006-NOVEMBER 2006 (On Contract): Financial Writer, Technical Assistant  
THOMSON FINANCIAL STRATEGIC RESEARCH UNIT, NEW YORK, NY

- Wrote detailed, 1000+ word daily reports on the equity markets in Canada, covering earnings, mergers, and commodities.
- Created special reports on advanced financial topics such as hedge funds; critiqued research of others.
- Responsible for authoring 400+ word weekly essay on global equities markets as well as monthly national reports.
- Formatted reports in Quark and Excel for international subscribers.

JANUARY 2006-MAY 2006: Research Manager  
CHARLES RIVER CONSULTANTS, NEW YORK, NY

- Chief researcher for the President at this multinational technical and communications solutions company with Fortune 500 clients.
- Expedited research and wrote reports on wide variety of topics ranging from telecommunications, technology, real estate, construction, foreign economies, to geography and media.
- Created and maintained large databases in Excel and Salesforce of job functions and assignments for three countries.

2005 (On Contract): Administrative and Executive Assistant  
NEW YORK, NY

- Various administrative duties via placement agencies for a variety of businesses, including executive support in such companies as Digitas and Casino New York. Advanced database and graphics skills required.

2003-2004: Editorial Coordinator, Creative Marketing Specialist  
ELSEVIER, NEW YORK, NY

- Generated approximately 500 reports for innovative medical database used by subscribers for major global science publishing firm.
- Managed Matching Gifts program for Elsevier's U.S. and international offices.
- Collaborated with Creative Marketing Director in administration of foundation grants.

2001: Presentation Specialist, Technical Support  
BARSA CONSULTING GROUP, PURCHASE, NY

- Prepared and edited elaborate technical PowerPoint presentations for president of this leading IBM partner company for delivery at national midrange shop conventions.

1999-2000: Research Analyst, Drug Intelligence Unit  
CENTERWATCH.COM (THOMSON), BOSTON, MA

- Reported on industry news for the leading Web and print reporter on clinical trials.
- Researched the Web for reliable websites, contacts, and updates for various company publications.
- Managed monthly updates of information in drug compendium and publications using press releases, sponsor contacts, study results and websites.

## Education

Wellesley College, Wellesley, MA: Bachelor of Arts in English, graduated cum laude.

The Bronx High School of Science, New York.

Mac Learning Center, New York: Graphics Specialist Certificate.

## Technical Skills

GRAPHICS SOFTWARE: QuarkXPress, Adobe Photoshop and Illustrator, Dreamweaver, Fireworks, Dimensions, Frontpage, basic HTML, Final Cut Pro.

BUSINESS SOFTWARE: GoDaddy, MyEmma, Thomson One, Salesforce, Dice/Monster, Windows Office Suite including advanced Access, Excel, and PowerPoint in Windows 95, XP, 2003, 2007, 2010.

## Societies

New York Financial Writers' Association, Wellesley College Alumnae Association, Bronx Science Reunion Committee.

## Samples

Several examples of my writing and downloadable resumes may be found at [www.caromaofnyc.com/work](http://www.caromaofnyc.com/work).