

Katherine Conaway

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katherineconaway.com

[linkedin.com/in/katherineconaway](https://www.linkedin.com/in/katherineconaway)

Experience

Freelance / Consultant & Conaway Creative conawaycreative.com **June 2014 Present**
Business & brand strategy, content development, design, writing, editing, websites, curriculum consulting, curation.
Author & Illustrator, *An Alphabet of Fun Facts*. Coauthor, *The Digital Nomad Survival Guide*. Travel writer (essays on culture, art, travel, remote work, digital nomad lifestyle). Taught 2022 & 2024 Winter Study sessions at Williams College.
Current Board Member for the National Juneteenth Museum, Fort Worth, and Content & Exhibition Committee Chair.

Guardian Revival, Marketing Director **2022 Present**
New York State 501(c)(3) not-for-profit chartered to revive & preserve the mental health & wellbeing of veterans & first responders.
Content strategy, copywriting & editing, email, and web (including layout, copy, SEO, and blog). Support for PR & outreach.

Bluffworks, Head of Content [Contract Retainer] bluffworks.com **Jan 2019 Sept 2020**
Strategy & Special Projects; temp Head of Production **Jan 2018 Jan 2019**
Partnerships & Special Projects **Dec 2016 Jan 2018**
Bluffworks designs men's travel clothing that is made to look good and fit into every aspect of life's journey – work, travel, play.
Strategized and directed marketing content, newsletters, website, including launch of men's products and new women's line.
Managed first run of overseas production. Worked on 2018 seed round of investment (\$1.4M). Ran partnerships and PR.

BrewDog, Creative Consultant & Writer brewdog.com **2018**
BrewDog was born with the aim to revolutionise the beer industry and completely redefine British beer-drinking culture.
Directed exhibition creative concept & developed content for craft beer museum experience at USA headquarters & brewery.

Public Persona, Head of Production public-persona.com **2014 2017**
Public Persona is a bespoke branding, strategy, art direction, design, image management, and fashion styling studio.

HUSH Studios, New York, Associate Producer heyhush.com **2012 2014**
Design agency that creates brand recognition via digital content and experiences, ranging from websites to digital installations.
Project clients include New York Times, Nike, Under Armour, Estée Lauder, Google, AERIN, ExxonMobil, IBM, Lyve, and Ted Baker.

Pioneer Green Energy, Austin, Market Research Analyst [Contract] pioneergreen.com **July Oct 2012**

Kaplan Test Preparation, Austin, GRE Instructor kaplan.com **2011 2012**

American College of Sofia, Bulgaria, Teacher acs.bg **2010 2011**

Casablanca American School, Morocco, Mathematics Intern Teacher cas.ac.ma **2009 2010**

St. Paul's School, New Hampshire, Teaching Intern & Crew Coach sps.edu **Summer 2009**

MTV Networks, New York, Research and Planning Intern mtv.com **Summer 2008**

Museum of Arts & Design, New York, Education Intern madmuseum.org **Summer 2007**

Education

Williams College, BA Art History; Concentrations in Math and English **Graduated 2009**
Dean's List: Spring 2007, Fall 2008, Spring 2009. Studied abroad Fall 2007 in Siena, Italy.

Skills

Programs: Excel, Word, PowerPoint; Adobe InDesign, Illustrator; Squarespace.
Languages: *French*, intermediate; *Italian*, intermediate; *Spanish*, beginner; *Bulgarian*, casual.
Certified 200-hour yoga teacher [1 month teacher-training course in Dharamkot, India, April 2015]

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Activities

Williams Women's Crew: Varsity Rower. 2009, 2008 & 2007 Div III NCAA National Champion. 2008 Head of the Charles Champion. 2013 & 2014 Head of the Charles Williams Alumni coxswain. Coxed for **Austin Rowing Club & Potomac Boat Club**.
Acting: Upright Citizens Brigade Improv; The Barrow Group playwriting & acting; Snapple Theatre Sedgwick-Russell acting.
Art: Watercolor, gouache, acrylic, ink, and digital illustrations. Illustrated & wrote *An Alphabet of Fun Facts* children's book.

Travel

Lived abroad: Italy (2007), Morocco (2009-10), Switzerland (2010); Bulgaria (2010-11), Mexico (2019)

Digital nomad (working remotely + traveling full-time) **since June 2014:**

2014: *United States:* 15+ cities and states. Joined my parents on their 48' trawler yacht for sections of the Great Loop.

2015: 11 countries across South America, Europe, and Asia, including 6 week solo trip in SE Asia.

2016: Member of Remote Year 2: February 2016 - January 2017 [12 cities, 12 countries, 12 months].

2017 - 2019: Asia (Vietnam, Thailand, Bali), Europe (Switzerland, Germany, France, Italy, Spain, Ireland, UK), Middle East (UAE, Qatar), Africa (South Africa, Zambia, Uganda, Kenya), Americas (Colombia, Mexico, Canada, USA).

2020 - 2021: Thailand, Qatar, Germany. During the pandemic, I stayed with family in Miami, North Carolina, Texas, New Mexico, and traveled with my parents on their 42' trawler yacht from NY to FL for 4 months.

2022: Hawaii (1 month), Mexico City (1 month). 2023: Japan (2 months), S. Korea (1 month), South Africa (2 weeks)

Speaking, Press & Published

- Williams College, *Curation and Context: From Museums to Marketing*** **Jan 2022, 2024**
Developed & taught course in the ArtH department for the Winter Study period (January term).
- From Brainstorming to Publishing: How to Write a Good Book Fast* **2017 - 2020**
Expert Presentation: How to translate knowledge & experience into a book using project management & branding strategies.
Presented at **Nomad Summit Chiang Mai 2020**, Selina Cowork Medellin 2018, Dojo & Hubud Coworking Bali 2017.
- The Startup, *How to Start Freelancing*** **Jan 2020**
Article published with advice on starting freelance work in the largest publication on Medium, followed by +605K people.
- VAWAA, *Art Experiences for Travelers and Digital Nomads*** **July 2019**
Article published about curiosity and creative sabbaticals for remote workers & travelers.
- CNN, *How to work from anywhere - even the beach*** **Dec 2018**
Interviewed for article about remote work, tools, and digital nomad programs.
- TIME, *How to Travel the World Without Quitting Your Job, According to People Who Did It*** **Apr 2018**
Interviewed for article about remote work, freelancing, and the digital nomad lifestyle.
- BBC Scotland, *Out for the Weekend*** **Sept 2017**
Radio show interview on BBC Scotland about my full-time travel life since 2014.
- Voyeur (Virgin Australia in-flight magazine), *Digital Nomads*** **Aug 2017**
Interviewed for article discussing working remotely + traveling and being a participant of digital nomad programs.
- Location Indie, *Digital Nomad Survival Strategy: Work + Travel Smart*** **May 2017**
Online webinar; Members Only Expert Presentation and Q&A: life as a digital nomad.
- Book, *The Digital Nomad Survival Guide*** **Feb 2017**
Coauthor; book featuring practical advice, including packing lists, sample budgets, app recommendations, website suggestions.
- ReWork, *I've Worked Remotely Around The World. Your Employees Should, Too*** **Sept 2016**
Article published about remote work & creativity for Cornerstone, an online thought leadership publication.