



**KATHRYN CASEY**

Kathryn Casey graduated from Pt. Pleasant Borough High School in 1977 ranked fourth in her class. Writing was her primary love in high school and it served her well later in life when jobs were being cut and colleagues were disappearing by cover of night. It took her 40 years, however, to have the guts to make writing her livelihood.

Since 1981, when the University of Notre Dame spat her out armed with a BA in American Studies and little idea what to do with herself, Ms. Casey has worked almost continuously in magazines. She began her career at Modern Bride, where she wrote a monthly column about the wedding process and traveled around the country speaking at bridal shows. She also managed the magazine's extensive nationwide retail show program (approximately 300 events annually). She careened briefly (she'd assert mistakenly) into public relations, where a steady diet of Pepto Bismol helped her survive agency work on consumer accounts like Vidal Sassoon salons and Entenmann's fat-free products before she fled back into publishing.

Ms. Casey's extraordinary career included 9 years of progres-

sive accomplishment at Zuckerman Media where she directed the creative services department of U.S. News & World Report. Kathy's awesome ability to write combined with her creative and design management experience made her a valued senior member of the marketing team that saw the magazine rise from the number three position in the newsmagazine field to number one in terms of advertising pages in under five years.

Along the way, she developed a series of special marketing sections tied to the magazine's core small business and education editorial franchises and she partnered with charitable organization creating inroads to previously untapped advertisers. Her analytical skills in both quantitative and qualitative research helped her create competitive advantage. She developed and implemented strategies to integrate online programs with magazine properties, including the highly successful college-planning website, .edu that gives students and prospective students the ability to access decision-making information worldwide. As a result of such successes, she took on additional responsibilities and accepted the assignment as Acting Marketing Director for The Atlantic Monthly Magazine and Fast Company, as well as U.S. News & World Report.

Ms. Casey previously managed the promotional writing departments of several consumer magazines including Discover, Health, and the now-defunct Savvy Woman. She worked closely with publishers on marketing initiatives and handled all phases of implementation from budgets and research to materials copywriting. She successfully launched the Discover Awards for Technological Innovation and personally managed the Savvy 60 Annual Awards for Successful Women in Business.

Along the way, she got an MA in Liberal Studies from NYU and developed a passion for Italy.

When she turned 40, she enrolled in an 8-week crash course in Italian at the Istituto Galileo Galilei in Florence and chucked her full-time job at U.S. News. Upon her return, she worked for several months as a freelance marketing writer for The New York Times. When that gig was over and she was on her own, she cobbled together a home-based writing business, supplementing the bread and butter of magazine marketing writing with the odd fee for

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essays and observation pieces across genres like humor, travel, memoir, house and home. Her clients included Forbes/American Heritage, BusinessWeek, Vogue, Allure, House & Garden, Traditional Home, Travel & Leisure, and Premiere. When, after about two years, she realized that she was going a week at a time without a shampoo, she washed her hair and rejoined the straphangers. Anyone with a home office knows that working out of the house presents challenges...

Today, Ms. Casey writes all of the marketing materials and special sections for House & Garden Magazine; regular articles on assignment for From House to Home, a shelter publication that drops into newspapers nationwide; and a host of other articles and essays that are labors of love and for which she's always looking for new markets. She volunteers with Learning Leaders, a New York City schools program that pairs tutors with at-risk and immigrant students. Ms. Casey is the daughter of Rosemary and Joseph Todino of Pt. Pleasant and currently resides in Manhattan. She hopes one day to have amassed the clients and contacts necessary to make a living writing from a pied-a-terre in Rome – from which, against a soundtrack of hoarse motorini, she will also pen a fabulously amusing and breezily erudite volume of travel essays.

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