

Kevin McCaffrey

Prolific writer, results-oriented content strategist, programmer

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EXPERIENCE

Haymarket Media, New York, NY — Senior Reporter

August 2016 - Present

- Lead *MM&M's* (Medical Marketing & Media) news coverage — primarily covering oncology, chronic disease, and rare disease areas as well as marketing, advertising, and technology — work cited in *The Wall Street Journal* and *The Boston Globe*, among others
- Created *MM&M's* "Five things to know" daily morning intelligence briefing and oversaw its rapid expansion
- Frequent feature writer for widely distributed monthly print magazine
- Attend and report from numerous healthcare events and conferences

Haymarket Media — Web Editor

November 2014 - August 2016

- Managed and improved content presentation on the MM&M website with interactive landing pages and email newsletters, resulting in consistent year-over-year traffic growth
- Devised social media strategy and executed across platforms delivering significant growth in both audience and engagement
- Frequent news and feature contributor

Haymarket Media — Reporter

June 2012 - November 2014

EDUCATION

Rutgers University, New Brunswick, NJ

MAY 2011

Bachelor of Arts, English

SKILLS

Clear, effective writer and communicator

Detail-attentive editor with six years experience

Resourceful, news-breaking reporter

Adept at coding in CSS/HTML (learning JavaScript), managing CMS systems, and Microsoft Office

Extensive experience writing news articles, features, explainers, and ebooks