

CHERYL WAIXEL KAFTEN

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- 2011-Present** **Green IT/Smart Energy Writer**
Green Technology World, <http://green.tmcnet.com>
Cover the green IT and smart grid/energy "beat" for this daily online newsletter, a publication of TMCnet.com.
- Contributing Writer**
PV Magazine, www.pv-magazine.com
Write articles on solar photovoltaics for pv-magazine.com, which is the online presence of PV Magazine, a monthly trade publication with international circulation.
- Chief Communications Officer (Pro Bono)**
Katerva Awards, www.katerva.org
Provided all communications—newsletters, Web content, videos, direct mail—to this global organization, which recognizes sustainability leaders (innovators who want to save the planet).
- 2008-2010** **Marketing Project Director/Independent Contractor**
MasterCard Worldwide Inc., 2000 Purchase Street, Purchase, NY 10577
Created business-to-business and business-to-consumer marketing materials supporting U.S. product launches—including Web content, sales presentations, sell sheets, statement stuffers, and promotions. Participated on project teams; interacted with all levels of personnel.
- 2007-2008** **Director of Communications**
Windward School, 5 Windward Avenue, White Plains, NY 10605
Directed communications and marketing for an independent coeducational school.
- 1994-2007** **MasterCard Worldwide Inc., 2000 Purchase Street, Purchase, NY 10577**
Product Leader, Consumer Credit Marketing Group
Directed the creation and production of business-to-business and business-to-consumer marketing materials supporting product launches worldwide. Worked with top management and agencies in all regions.
- Director, Marketing, Global Cardholder Services**
Directed consumer and business-to-business advertising, marketing, and promotions for card benefits and rewards programs. Created promotions with corporate sponsors.
- Director/Senior Writer, Corporate Communications**
Directed print and electronic publishing operations. Edited two editions of the annual report; a daily employee intranet newsletter; a global feature magazine for employees; and a variety of print and electronic brochures, position papers, and marketing materials. Interacted extensively with top management, clients, and vendors.

- 1992-1994** **Publishing Consultant**
Estee Lauder Inc., 767 Fifth Avenue, New York, NY 10022
Created the business and creative plan for a new beauty magazine. Also contributed to publishing plans for Ruder Finn Inc. and the Philadelphia Inquirer Newspapers, Inc.
- 1987-1992** **Publisher, PHILIP MORRIS MAGAZINE**
Philip Morris USA, 120 Park Avenue, New York, NY 10017
Directed all operations—editorial, design, sales, production, circulation, promotion—of a corporate magazine that reached 10-13 million American households four times a year. Managed a \$20+ million budget. Interacted extensively with upper management, clients, vendors and regulatory agencies. From 1987-1989, also produced “The Best of America, Starring Dick Van Patten,” a series of radio spots syndicated to 300 stations nationwide.
- 1982-1986** **Editor, WORLD and MANAGEMENT FOCUS Magazines**
Peat, Marwick, Mitchell & Co., 345 Park Avenue, New York, NY 10154
Consolidated two magazines into one—including development of a new editorial plan, staff reorganization, and launch of a circulation drive to requalify 100,000 external subscribers. Prior to the consolidation, revamped MANAGEMENT FOCUS, a 35-year-old corporate prestige publication that circulated to 100,000 CEOs and CFOs.
- Concurrently** **Free-lance Writer**
Assignments for a variety of publications, including COSMOPOLITAN, WOMAN’S WORLD, SYLVIA PORTER’S PERSONAL FINANCE, and MEDICAL MEETINGS.
- Recent Awards** 2004 American Graphic Design Award
1998 Grand Winner, Best of Magazines, Mercury Awards
- B.S. in Communications from Simmons College, Boston**
- References available on request**