

# Larae Malooly

Address: Kattenburgergracht 9E, 1011 KN, Amsterdam, The Netherlands ♦ Mobile: +31 6 25161727

♦ Email: [laraelarae@gmail.com](mailto:laraelarae@gmail.com) ♦ [www.amsterdamcopywriter.com](http://www.amsterdamcopywriter.com)

## Career summary

An intrepid communicator with experience in writing, editing, and research since 1997. Dynamic and independent thinker who enjoys producing diverse material that is interesting, on-point, and clever — framing complex information into a clear and engaging message or product with the appropriate tone of voice. Diverse roles include copywriter, professional journalist, news presenter, public relations spokesperson, press officer, public speaker, ghostwriter, editor, and translator

## Education

**Master of Science,** Political Science and International Relations, University of Amsterdam, Netherlands  
**2005-2008**

Scholarship: Rotary Foundation Ambassadorial Scholarship recipient awarded tuition for a global master's degree while supporting high-impact outcomes in civil society through public service

**Bachelor of Arts,** Journalism, New Mexico State University, Crimson Scholar and Dean's List,  
**2000**

## International Work Experience

Accustomed to frequent international travel, after 15 years' experience working abroad. A keen understanding of culture, international affairs, and the global market couples with the ability and willingness to work further afield or travel for long periods (either permanently, semi-permanently, or fieldwork). Global experience in:

**Asia** Cambodia, Malaysia, Singapore, Thailand, Sri Lanka, Vietnam

**Europe** Austria, Belarus, Belgium, Bulgaria, Czech Republic, Finland, France, Germany, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

**Middle East** Israel, Syria, West Bank

**United States** Texas, New Mexico, and Arizona

## Skills

Vast experience in writing and communications across all media platforms: effective press releases, websites, articles, blog posts, copywriting. As an editor and translator: a stickler for not just grammar, but also for flow and voice; ensuring concise yet engaging text with an eye for accuracy and flair for storytelling

Communications: profound interviewing skills, professionally-trained public speaking, brilliant content creation, and a courageous approach that is autonomous yet inclusive

Analytical research: for news, business, politics, academia, science, tech, and nonprofits

## Professional experience

- Catalystas**  
**2019-present** Writer and editor for the international development consulting firm's proposals and findings on an ongoing basis, assisting non-native speakers in completing crucial documentation of policy and social programmes in the Middle East and Africa
- City of Amsterdam**  
**2016** Ghostwriter, translator, researcher, and editor of the book *StartupCity: The Role of Local Government in Entrepreneurial Ecosystems*, produced for civil servants and tech startups as a guide to collaboration within a city's public-private startup ecosystem
- Achievements:** Quickly revised the book on publication deadline with many last-minute changes; created a seminal handbook for both local government and the tech industry
- Bureau for Social Argumentation**  
**2011-2017** Writer and editor for sociological research NGO, with a focus on policy, publications, journal articles, and books
- TomTom**  
**2013** Produced point-of-sale and UX and UI material for the Spark and Rider navigation devices. Wrote company biographies, press kit, and sales copy for the official website with the marketing and product development team at TomTom headquarters in Amsterdam.
- WYSE Travel Confederation**  
**2012** Communications Officer for the NGO broadening youth global travel. Completely updated the entire NGO's website. Synthesised its mission, vision, and messaging for conferences, peer travel organisations, and stakeholders like the UN World Tourism Organisation.
- Achievements:** Restructured company website, increased profit through new membership, established new social media outlets across all departments, and helped achieve record attendance at two global B2B conferences
- Holland Times**  
**2010-2016** Writer/reporter for the English-language monthly newspaper for Dutch news and culture
- Amsterdam Weekly**  
**2005-2010** Writer/reporter for the English-language weekly Dutch entertainment and culture magazine
- Monster.com**  
**2002-2004** Professional public speaker throughout Texas and New Mexico for Monster.com Making It Count, a Proctor & Gamble-sponsored programme that visited poorer high schools with the intention of leading each age group toward smart academic choices during high school for a brighter future post-graduation
- El Paso, Inc**  
**2001-2005** Writer/reporter for the business weekly, covering politics, society, law, and trends
- Amsterdam Weekly**  
**2001-2005** Writer/reporter for the entertainment weekly about cultural events, nightlife, music, and reviewing film, theatre, restaurants;
- Las Cruces Sun**  
**2001-2005** Writer/reporter for the daily city newspaper with a focus on theatre and culture weekly

- Tucson Weekly  
2001-2005** Dedicated music and festivals writer/reporter for the city's daily newspaper
- KDBC Channel 4  
1999-2002** Reporter and TV news presenter for the CBS local affiliate news channel in El Paso, Texas, specialising in local politics, and general news daily at 18:00 and 22:00
- Achievements:** Assigned the market's youngest City Hall beat reporter seasoned in newsgathering, research, writing, video editing (both linear and nonlinear)
- KRWG Channel 22  
1998-2000** Reporter and news presenter for the PBS local affiliate news channel in Las Cruces, New Mexico, USA
- KRWG 90.7 FM  
1997-1999** Radio personality for the NPR local affiliate's evening classical music show in Las Cruces, NM
- KRUX-FM  
1997-1999** Radio personality for the NPR local affiliate's progressive rock show in Las Cruces, NM

## Language

Native English speaker (impeccable written US and UK English), conversational and written Dutch

## Interests/Activities

Information junkie, music fanatic, history buff, culture vulture, tech geek, political scientist, photographer, film freak, yoga practitioner, novice chef, and avid nature lover through climbing, snowboarding, hiking, camping

## Writing Samples

Please visit [www.amsterdamcopywriter.com](http://www.amsterdamcopywriter.com) for a portfolio and links to published work