



KLAUDIA BALOGH

HEALTH AND WELLNESS COPYWRITER & PR PROFESSIONAL

PROFILE

Energetic health enthusiast and writer based in Los Angeles, CA. Dedicated to creating engaging, educational, entertaining and inspirational content while bringing new ideas and proven processes to the team.

Have been in the Communications and Public Relations industry for seven years with international experience.

Looking to grow together with a company and help achieve its greatest potential.

CONTACT

PHONE:
610-400-7913

PORTFOLIO/BLOG:
www.bylinebyklaudia.com

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INSTAGRAM:
@bylinebyklaudia

MEDIA & PR PORTFOLIO

Thrive Global, SHE Magazine, The Independent, Tropical Magazine, Gulf & Main Magazine, Bonita & Estero Magazine, RSW Living, Times of the Islands, Cape Coral Living Magazine, Naples Daily News, Fox4Now, Wink News, The News Press, ATV, National Film & Television Awards, London Evening Standard, Chelsea Monthly

SKILLS

Health & Wellness knowledge	100%
Copywriting	100%
Problem solving	100%
Interpersonal Skills	100%
Self-starter	100%
Public Speaking	100%
Creativity	100%
Communications	100%
Videography	100%
Project management	99%
SEO Experience	99%

EDUCATION

Master of Arts in Multimedia Journalism (Broadcast) — Merit

Sept 2016 – Nov 2017
University of Westminster, London, United Kingdom

Bachelor of Arts in Journalism — Magna Cum Laude

Aug 2014 – May 2016
Florida Gulf Coast University, Fort Myers, Florida

Bachelor of Arts in Communications and PR — Magna Cum Laude

Aug 2010 – May 2013
Florida Gulf Coast University, Fort Myers, Florida

ADDITIONAL CERTIFICATES

Internationally Accredited Diploma Certificate in Nutrition
Certified Neuro-Linguistic Programming Practitioner

PROFESSIONAL EXPERIENCE

Byline By Klaudia — Media Production, Copywriting and Public Relations

Aug 2013 – Present

I. Copywriting, Video Journalism

Producing original video and written content
Breaking down complex health-related topics to a digestible format
Interviewing and working with industry experts, athletes and influencers
Following the latest health advancements and research

Recent Projects

ATV Newsroom (CNN affiliate) — Los Angeles Correspondent
Thrive Global, Gulf & Main Magazine, The Independent, London Evening Standard — Health, Wellness and Travel Contributor
Byline By Klaudia — blog content production

Links to previous pieces (published in Gulf & Main Magazine as well)

<https://bylinebyklaudia.com/inflammation/>
<https://bylinebyklaudia.com/intermittentfasting/>
<https://bylinebyklaudia.com/vanihari/>

II. Communications, Public Relations and Event Coordination

Planning, budgeting and managing events; running media campaigns and media outreach efforts — TV, print, online. Copywriting, News Release Distribution; Creating content for website and social media.

Recent Projects

National Film & Television Awards Los Angeles — PR and Event Coordinator
Alico Family Golf — Media Relations and Marketing Specialist (3/2018-10/2018)
Media Relations, Inc — Market Researcher and Publicist (2012-2013)
Children Cancer Foundation, Inc — Director of Communications
Unpaid Board of Directors Member (since 2009)