

Katya Margolin

www.katyacreates.com

Versatile writer, editor, and multimedia storyteller with eight years of experience ranging from startups to Fortune 500 companies. Demonstrated ability to create targeted and galvanizing content, specializing in consumer health, fitness, and technology.

SKILLS

TECHNICAL: MS Office Suite, WordPress, Tumblr, Illustrator, Adobe Premiere Pro CC, Audacity, Asana, Mail Chimp, Constant Contact, Social Media, Google Analytics, basic HTML

LANGUAGES: Conversational Russian; Spanish reading comprehension

PROFESSIONAL EXPERIENCE

Senior Copywriter, Cambridge Biomarketing, Cambridge, MA (Jan 2016 - Current)

- Lead development of strategic content according to marketing briefs (including short- and long-form copy) for multiple promotional channels (print and digital)
- Develop strategies, concepts, and stories to build individual brands and campaigns
- Write original copy and repurpose existing content across platforms and channels
- Serve as brand subject expert and resource for agency teams

Freelance Writer / Editor / Content Strategist, Cambridge, MA (Feb 2012 – Current)

- Create / edit digital content: blog posts, case studies, video scripts, podcasts, etc.
- Virgin.com: Pitch and write articles on innovative work styles and work culture, productivity, and entrepreneurship.
- Manage editorial calendars, deadlines, and freelance writers for multiple projects / clients
- Advise on content strategy, including messaging, channels, platforms, and timeline

Content Manager & Managing Editor, The Angiogenesis Foundation / Bayer Healthcare, Cambridge, MA (Nov 2012 – May 2015)

- Wrote / edited content for 7 global campaigns for Bayer Healthcare and Regeneron partners
- Grew campaign membership by 3X and social media following by 5X within 12 months
- Initiated and managed 14 social media accounts and weekly content calendars while maintaining metanarrative and brand consistency across campaigns and channels
- World Economic Forum Davos 2014: contributed insights and content for program launch
- Collaborated with designers and web team to visualize content and optimize user experience

Contributing Writer, Greatist, New York, New York (July 2012 – Jan 2013)

- Achieved 8k shares: wrote and edited consumer health / fitness articles
- Synthesized primary medical research, distilled complex information, and wrote engaging and informative articles to inspire healthier choices in consumers

Intern, Waggener Edstrom, Microsoft Account, Lake Oswego, OR (June – Sept 2011)

- Synthesized industry research and wrote insights reports for Microsoft STEM initiatives
- Co-developed agency's first report to the United Nations Global Compact
- Wrote and structured infographic content for internal communications programs

Strategic Communications Consultant, Portland, OR (July 2008 – June 2011)

- **TigerLogic (Postano account)**
 - o Developed new brand and launch strategy; recognized by [Mashable](http://Mashable.com) and [VentureBeat](http://VentureBeat.com)
 - o Created original web copy, creative briefs, talking points, and messaging
 - o Reported insights on competitive landscape to inform marketing / product development

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- **CoreMedia**
 - o Implemented new marketing programs that increased web traffic by 35% within six months
 - o Cultivated strategic relationships across public, private, and nonprofit sectors

ADDITIONAL EMPLOYMENT, TRAINING, LEADERSHIP

Podcast Co-Founder, Host, Producer, [The Venture Cafe: Startup Studio](#), Cambridge, MA
(Feb 2015 – Current)

Video Editor & Writer, Interlock Media, Cambridge, MA (July 2015 – Sept 2015)

Contributing Writer, Cyber Doctrine Conference, Battelle, Virginia Beach, Virginia (June 2012)

Write to Change the World Seminar, The OpEd Project, Boston, MA (Feb 2012)

Media Fellow, The Media Institute for Social Change, Portland, OR (July – Sept 2007)

- Featured on local NPR station, beginning at 3:45 of this [clip](#)

EDUCATION

Lewis & Clark College, Portland, OR (May 2008)
Bachelors of Arts: International Relations

Universitat Pompeu Fabra, Barcelona, Spain (Jan – May 2007)
Global Student Exchange Study Abroad Program: Spanish Language, Media and Politics

Mount Holyoke College, South Hadley, MA (2004 – 2005)