

## Katya Margolin

[www.katyacreates.com](http://www.katyacreates.com)

Versatile copywriter and storytelling enthusiast with 10 years of experience ranging from tech startups to Fortune companies. Let's shift minds and behavior with the power of content.

### SKILLS

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#### TECHNICAL:

MS Office Suite, WordPress, Mail Chimp, Constant Contact, Social Media, Premiere Pro (beginner), Audacity, HTML (beginner), CSS (beginner), Google Analytics (beginner)

### PROFESSIONAL EXPERIENCE

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#### **Freelance Writer / Editor**, San Diego, CA (Feb 2012 – Current)

- Write and edit digital and UX content: blog posts, emails, webcopy, case studies, etc.
- [Virgin.com](http://Virgin.com): Pitch and write articles on entrepreneurship; interview thought leaders
- Manage editorial calendars, deadlines, and freelance writers for multiple projects / clients

#### **Senior Copywriter, Cambridge Biomarketing**, Cambridge, MA (Jan 2016 - Oct 2017)

- Created messaging, strategies, and concepts to build brands and campaigns
- Wrote copy for web, email, social media, and print
- Partnered with digital and design teams to optimize user experience across mediums

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

- Wrote content for 7 multimedia campaigns for Bayer Healthcare and Regeneron partners
- Grew campaign membership by 3X and social media following by 5X within 12 months
- Launched and managed 14 social media accounts and weekly content calendars while maintaining metanarrative and brand consistency across campaigns and channels
- World Economic Forum Davos: contributed insights and content for "DIY Health" program launch

#### **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

#### **Corporate Citizenship Intern, Waggener Edstrom/Microsoft**, 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)**
  - Developed new brand and launch strategy; recognized by [Mashable](http://Mashable.com) and [VentureBeat](http://VentureBeat.com)
  - Created original web copy, creative briefs, talking points, and messaging
  - Reported insights on competitive landscape to inform marketing / product development

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

### TRAINING & LEADERSHIP

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**The Business of Blogging, Nomadic Matt Online Course** (Current)

**Storytelling for Influence Course, IDEO Online**, License 2936-1551240 (Oct 2017)

**Mexico Housebuild, The Greatness Foundation**, Ensenada, Mexico (Feb 2017)

**Lightweight Backpacking & Leadership Course, National Outdoor Leadership School (NOLS)**, Gila National Forest, New Mexico (October 2016)

**Podcast Co-Founder, Host, Producer, The Venture Cafe: Startup Studio**, Cambridge, MA (Feb 2015 – Nov 2016)

**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

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**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)