

Katya Margolin

www.katyacreates.com

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

Technical Skills

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

Professional Experience

Content Designer (Contract), Intuit, San Diego, CA (Sept 2018 - Feb 2019)

- Led and wrote UX copy for TurboTax monetization team
- Crafted foundational messaging for Turbo Household product capability
- Contributed to testing and iterations of designs, messaging, and promotions

Freelance Writer / Editor, Remote (Feb 2012 - Current)

- Write and edit digital and UX content, e.g. blog posts, emails, webcopy, case studies
- Virgin.com: Pitch and write articles on entrepreneurship; interview thought leaders
- Manage editorial calendars and deadlines 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 (long- and short-form)
- 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" launch

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

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

- Achieved 8k shares: wrote and edited consumer health / fitness articles
- Distilled complex information from medical research and wrote engaging articles

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

- **TigerLogic (Postano account)**
 - Developed new brand and launch strategy; recognized by [Mashable](#) and [VentureBeat](#)
 - Created original web copy, creative briefs, talking points, and messaging
- **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

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, VA (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)