

Katya Margolin

(508) 395-0715 | katyacreates@gmail.com

www.katyacreates.com | [LinkedIn](#)

Versatile writer, editor, and storyteller with 10 years of experience ranging from tech startups to Fortune companies. Let's shift mindsets and behaviors 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

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

- Ghostwrite and edit articles for sports nutrition and NASA-based circadian lighting brands
- Virgin.com: write articles on productivity and healthy work culture; interview thought leaders
- Manage editorial calendars and deadlines for multiple projects / clients

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

- Led and wrote UX copy for TurboTax team to increase retention and conversion
- Co-facilitated testing and iterations of designs, messaging, and promotions
- Edited foundational messaging for Turbo Household product capability

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

- Created messaging, strategies, and concepts to build health brands and campaigns
- Translated medical research into digestible copy for web, articles, emails, and print
- Partnered with digital and design teams to optimize user experience across mediums

Content Manager & Editor, The Angiogenesis Foundation / Bayer Healthcare,

Cambridge, MA (Nov 2012 - May 2015)

- World Economic Forum Davos 2014: crafted content for "DIY Health" program co-launch
- Grew campaign membership by 3X and social media following by 5X within 12 months
- Managed 7 multimedia campaigns for Bayer Healthcare and Regeneron partners
- Launched and managed 14 social media accounts and weekly content calendars while maintaining metanarrative and brand consistency across campaigns and channels

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

- Achieved over 10k shares: wrote and edited consumer health / fitness articles
- Distilled complex information from medical research and wrote engaging articles

Corporate Citizenship Intern, Waggener Edstrom, 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

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

Design for the Homeless, San Diego, CA (March 2019 – Current)

- Conduct and analyze field research, contribute to experience mapping, ideate solutions

Coronado 5K, 1st place in Age Group, San Diego, CA (February 2019)

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

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)