

# Greta Iverson

Multimedia reporter trained in long-form magazine style writing with experience working under deadlines in high pressure newsrooms

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## EXPERIENCE

### Granicus, Denver, CO — *Product Marketing Content Writer*

OCTOBER 2017 - PRESENT

- Aid in the research of all product-related information
- Create and maintain consistent style and tone for all product related messaging, including all 1-pagers, web content and blogs
- Edit content across multiple departments for accuracy and consistency for marketing tone and brand
- Manage execution of multiple projects, including writing, editing and web content management

### WHYY/Newsworks, Philadelphia, PA — *Freelance Reporter*

APRIL 2015 - AUGUST 2016

- Pitched unique stories based on NW Philly community needs
- Attended and previewed events for online coverage
- Worked independently to complete tasks on time under tight deadlines

### WCAU NBC10.com, Philadelphia, PA — *Digital Media Intern*

AUGUST 2014- MARCH 2015

- Updated news features online in real time for accuracy and grammar
- Produced original content through reporting and video editing
- Assisted web team in fast-paced newsroom

### Jump Philly, Philadelphia, PA — *Reporter, Photographer*

OCTOBER 2012 - AUGUST 2015

- Attended events and completed interviews with musicians for reviews
- Reported on local events for web and print
- Photographed musicians, places and live events to accompany original work

### WTFX Fox 29, Philadelphia, PA — *Digital News Intern*

JANUARY 2014 - MAY 2014

- Transcribed anchor and reporter text to be used for online articles and copy
- Composed original articles on breaking news events
- Assisted breaking news team in fast-paced environment to maintain clarity and consistency in online work
- Sorted and organized viewer submissions (images, video, story leads) to be used on-air and online for relevant stories

## EDUCATION

### Temple University, Philadelphia, PA — *B.A*

AUGUST 2011 - DECEMBER 2014

- Journalism
- French Language

## PORTFOLIO

GretaIverson.com

## SKILLS

Research and data analysis

Photography

Data visualisation

Original content production and copywriting

Interpersonal communication

## COMPUTER SKILLS

Photoshop

Microsoft Office

Worldnow

Avid Newscutter

Wordpress

Dalet

Clickability

SocialFlow

iNews

Google Drive

Prezi

## AWARDS

Herman Ellis Award for excellence in news writing

Graduated **Cum Laude** for academic excellence