

# Greta Iverson

Experienced marketing content writer and multimedia reporter with a background in content creation under tight deadlines in high pressure environments

## EXPERIENCE

### **Anne Holland Ventures, Denver, CO — Copywriter and Marketing Coordinator**

APRIL 2018 - PRESENT

- Create marketing copy and manage development of in-house marketing communications for all publications and events through advertising, direct mail, email and other associated marketing efforts
- Craft effective copy for industry partners and edit promotional copy for all marketing communication channels the company participates in
- Draft and deploy messaging for MJBizDaily's social media strategy and refresh marketing related website content and other online marketing tools on a regular basis
- Aid in project workflow and communication with marketing, editorial and sales as needed

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

OCTOBER 2017 - MARCH 2018

- Conducted research of all product-related information, including company-related information and competitive intelligence
- Created and maintained consistent style and tone for product- and marketing-related messaging, including one-pagers, web content, blogs and social media
- Edited content across multiple departments, including marketing, sales and professional services, for accuracy and consistency while preserving Granicus tone and brand

### **WHYY News, Philadelphia, PA — Freelance Reporter**

APRIL 2015 - AUGUST 2016

- Pitched, wrote and edited hyperlocal news articles based on northwest Philadelphia community needs
- Previewed and attended events in person for online coverage
- Worked independently to complete articles on time under tight deadlines

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

AUGUST 2014 - MARCH 2015

- Updated news features online in real-time for grammatical and factual accuracy
- Produced original written online content through independent reporting and edited accompanying video in Dalet
- Assisted web team in fast-paced newsroom publishing dozens of articles per day

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

OCTOBER 2012 - AUGUST 2015

- Attended concerts and interviewed musicians for online event reviews and recaps
- Reported on local art- and music-related affairs for web and print
- Photographed local musicians, trending locations and live concerts to accompany web and print articles

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

JANUARY 2014 - MAY 2014

- Transcribed all anchor and reporter text for published online articles
- Composed original content for several breaking news events per shift
- Assisted breaking news reporters and editors in fast-paced environment to maintain clarity and consistency in online work
- Organized viewer submissions (images, video, story leads) for on-air and online for published articles

## CONTACT

908-208-9491

Gretalverson@gmail.com

## PORTFOLIO

**GRETAIVERSON.COM**

## SKILLS

Research and data analysis

Photography

AP style copy editing

Original content production and copywriting

Interpersonal communication

## COMPUTER SKILLS

Microsoft Office

Wordpress

InCopy

Google Drive

Oracle Eloqua

AdButler

BaseCamp

Microsoft Sharepoint

Clickability

Avid Newscutter

SocialFlow

iNews

Social media

## AWARDS

**Herman Ellis Award** for excellence in news writing

**Graduated Cum Laude** for academic excellence

## EDUCATION

**Temple University**  
Philadelphia, PA

B.A.

Journalism, French