

# Greta Iverson

Marketing professional with proven strengths in strategizing and producing large volumes of multi-channel content, coordinating long-term marketing plans and managing direct marketing methods for multiple audience segments.

## EXPERIENCE

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

APRIL 2018 - PRESENT

- Create all in-house marketing and advertising copy for online, direct mail, email and text message campaigns
- Craft and stylize compelling content for partner communications and edit promotional copy for all additional marketing communication channels
- Strategize, draft and deploy messaging for MJBizDaily content marketing via email, mobile and web platforms
- Develop and maintain automation strategies following international compliance standards including GDPR and CASL
- Collect and analyze marketing campaign data to strengthen existing practices and develop new processes
- Manage all email automation operations and create all multi-component systems
- Oversee and implement content distribution and logic to eliminate redundancies and prevent content shock where possible

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

OCTOBER 2017 - MARCH 2018

- Conducted all product research, including company-related information and competitive intelligence
- Streamlined inter-departmental communication to develop content distinguishing between SaaS, hosted and on-prem solutions
- Created and maintained consistent style and tone for product marketing messaging, including all one-pagers, landing pages, blogs and product launches
- 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

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## PORTFOLIO

### GRETAIVERSON.COM

## SKILLS

Content strategy and development

AP style copy editing

Research and data analysis

Audience segmentation

Conversion optimization

Project management and deadline prioritization

Interpersonal communication

Multi-platform creative strategy

## SOFTWARES

Microsoft Office

Wordpress

Adobe InCopy

Google Drive

Google Analytics

Oracle Eloqua

AdButler

Microsoft Sharepoint

Clickability

Avid Newscutter

Final Cut Pro X

SocialFlow

HootSuite

Wrike

## AWARDS

Herman Ellis Award for excellence in news writing

Graduated **Cum Laude** for academic excellence

## EDUCATION

Temple University

Philadelphia, PA

Bachelor of the Arts

Journalism, French