

MARY E. ACKLIN

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(917) 499-6064

Marketer, Writer, and Content Strategist

Proactive and seasoned writer, marketer, and product development professional with 8+ years of experience creating original marketing content, working with technology teams, and analyzing data in fast-paced, high-growth startup environments. Passionate about identifying, designing, and implementing innovative editorial methodologies that create harmony between channel and message.

PROFESSIONAL EXPERIENCE

CivicScience, Inc.

Engagement Writing Manager

CONSUMER RESEARCH + INTELLIGENCE COMPANY • PITTSBURGH, PA

FEBRUARY 2015 - PRESENT

Responsible for strategically developing poll engagement, growing response volumes through daily content creation, building editorial standards, and documenting and socializing processes within the organization. Works directly with VP of Marketing to develop and write marketing materials, such as weekly email newsletters, case studies, sales collateral, and research-based blog content. Implemented blog editorial process from ideation to completion via Trello. Led qualitative, user-focused testing to improve poll engagement.

NEXT Pittsburgh

Copy Editor and Social Media Strategist

LIFESTYLE WEB PUBLICATION • PITTSBURGH, PA

OCTOBER 2014 - FEBRUARY 2015

Created content for social channels to boost readership and drive site traffic. Copy-edited weekly articles. Managed event marketing and engagement. Owned digital strategy for Twitter, Instagram, Facebook, Google+, Pinterest, and LinkedIn. Used Hootsuite and Wordpress.

ModCloth, Inc.

Community & Product Marketing Manager

ONLINE RETAILER • PITTSBURGH, PA

OCTOBER 2010 - AUGUST 2014

Managed community administration team and devised processes for handling user-submitted content. Responsible for communicating new site features to customer community and internal stakeholders. Worked with product team to develop and market site features, and executed the ModCloth smartphone app consumer marketing plan with cross-team collaboration. Led integrated efforts with consumer marketing email campaigns, which accelerated engagement with community-focused site features (e.g. product reviews, contests, and *The Style Gallery*).

Chris Boals Artists

Production Assistant

FASHION PHOTOGRAPHY AGENCY • NEW YORK, NY

MAY 2009 - OCTOBER 2010

Facilitated production for advertising and editorial photo shoots through collaboration with outside agencies regarding locations, hair, makeup, talent and catering. Planned international logistics for 10 high profile artists' portfolios. Supported website redesign and implementation by writing copy and editing photos.

EDUCATION

Point Park University

Bachelor of Arts in Journalism

SCHOOL OF JOURNALISM & MASS COMMUNICATION • PITTSBURGH, PA

AUGUST 2005 - APRIL 2009