

MAGGIE MARTON

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maggiemarton.com

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SOCIAL

fb.me/maggiemarton
@maggiemarton



PROFILE

I am a deadline-driven, creative writer and editor who will deliver your project on time and within budget. I have broad experience in content creation, digital marketing, and social media strategy across platforms and industries.



PROFESSIONAL EXPERIENCE

Director of Content
PETM, a division of PetSmart
Jan 2017 - present

- Spearhead content strategy and creation for BlogPaws.com.
- Implemented editorial processes and procedures across channels.
- Integrated content planning and creation with sales to drive revenue goals.

Freelance Writer and Editor
Maggie Marton Editorial
Feb 2010 - present

- Write and edit digital media, features, profiles, service pieces, and reviews.
- Produce award-winning business collateral.
- Develop successful branding, marketing, and social media strategies.

Communications Specialist
FOX Architects
Feb 2007 - Feb 2010

- Established the firm's first Social Media Marketing Initiative.
- Launched an award-winning newsletter to promote the mission and culture.
- Developed collateral and proposals to generate new business.

Editorial Coordinator
National Geographic
May 2003 - Feb 2007

- Wrote Public Relations and Marketing copy for domestic licensees.
- Coordinated with photographers, illustrators, and freelance consultants.
- Provided admin and editorial assistance across all areas of the Society.



EXPERTISE

Content Creation
Social Media
Content Strategy
Editorial Planning
Brand Development
Business Collateral



EDUCATION

Master of Arts, Writing
The Johns Hopkins University
Area of study: Narrative nonfiction

Bachelor of Arts, Anthropology
Butler University
Graduated with Honors



SELECTED PUBLICATIONS

Authentic Blogging: How to Find (and Use) Your Authentic Voice
Clicker Dog Training: The Better Path to a Well-Behaved Pup
Pet Age Magazine
Weddings in Houston
BUST Magazine
SheKnows.com



SKILLS

Writing and Editing
Blogging / WordPress
Strategic Planning
Project Management
Social Media Management
Public Speaking



RECENT SPEAKING

The Digital Revolution: How to Use Blogs and Social Media to Promote Your Work
DWAA 2017
The Power of Engagement
BlogPaws 2017
Grow Your Blog with a Killer Social Media Strategy
BlogPaws 2016



AFFILIATIONS

Dog Writer's Association of America
Cat Writer's Association
Women in the Pet Industry
Monroe County Humane Association
(former Board of Directors)
Habitat for Humanity Monroe County
(former Public Relations Committee)