

Maggie Bradburn Marton

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maggiemarton.com • ohmydogblog.com

**Experience
Summary**

- Write and edit features, profiles, service pieces, essays, and reviews.
 - Produce award-winning business collateral, including newsletters, proposals, press releases, marketing collateral, web copy, case studies, and marketing and public relations plans.
 - Develop and implement successful branding and corporate marketing strategies, including Social Media strategy.
 - Teach writing courses at Ivy Tech Community College
 - Served on the Board of Directors for the Monroe County Humane Association and the Habitat for Humanity Public Relations Committee
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Education

M.A., Writing, *The Johns Hopkins University*, Baltimore, MD

B.A. with Honors, Anthropology, *Butler University*, Indianapolis, IN

**Professional
Experience**

Freelance Writer / Social Media Strategist – Bloomington, IN

6/07 - Present

- Author of *Clicker Dog Training: The Better Path to a Well-Behaved Pup* and *Authentic Blogging*.
- Serve as Campaign Manager for BlogPaws, a PetSmart company, which includes managing a team of social media influencers to execute branded marketing campaigns.
- Write, edit, and proofread articles for both web and print publications.
- Corporate projects include marketing collateral, newsletters, business plans, press releases, correspondence, proposals, catalogs, and web copy.
- Publications include *Pet Enthusiast Magazine*, *Pet Age Magazine*, PetGuide.com, Blogs for Brands (The Honest Kitchen and Dublin Dog blogs), ZooToo.com, *Weddings in Houston*, *BUST Magazine*, *Bloom Magazine*, SheKnows.com, NationalGeographic.com, EcoSalon.com, NicoleWilliams.com, and interior design publications.
- Teach English Composition at Ivy Tech Community College.

Communications Specialist – *FOX Architects*, Washington, DC

2/07 – 2/10

- Developed with senior management the firm's 2008 and 2009 Marketing & Public Relations Plans.
- Established Social Media Marketing Initiative; managed LinkedIn accounts, Wiki development, principals' blogs, and contributed to web redesign.
- Developed the firm's Public Relations campaign; wrote and issued press releases, developed media relationships, and contributed to industry publications. Achieved placements in local, regional, and national print and web publications.
- Created and launched newsletter to promote the firm's mission and culture.
- Developed marketing collateral to support firm's expansion and to generate new business.
- Wrote and executed proposals and responded to RFPs to generate new and repeat business. Proposal hit rate of 51%, which exceeds the industry average of 37%.

Editorial Coordinator & Licensing – *National Geographic*, Washington, DC 5/03 – 2 /07

- Implemented National Geographic’s branding guidelines; provided QA/QC for vendors’ licensed products to ensure compliance with all brand standards.
- Planned and attended tradeshows, PR events, and annual meetings, locally and internationally.
- Researched global cultures and indigenous craftsmanship for the NG Home Collection; developed reports based on current home décor and fashion trends.
- Wrote Public Relations and Marketing copy for each of the domestic licensees’ product catalogs, relating cultural design heritage to current products.
- Coordinated photographers, illustrators, and other freelance consultants.
- Provided administrative and editorial assistance across all areas of the Society, including general office work, copyediting and writing, and research.
- Earned the Total Research Certification of the National Geographic library.
- Wrote back-of-book teasers published in the Adventure Books Series.

Technology

Microsoft Office (Word, Excel, PowerPoint) • Adobe InDesign • WordPress • Social Media Platforms (Twitter, Instagram, Facebook, and LinkedIn, among others)

Awards

- Best Dog Blog 2012 from DogTime Media
 - First Place and Best of Show in the 2010 Society for Marketing Professional Services DC Chapter for Internal Newsletter
 - First Place in the 2010 Society for Marketing Professional Services DC Chapter for Email Marketing Campaign
 - Honorable Mention for Target Marketing for the 2008 Zweig A/E Marketing Excellence Awards
 - First Place in the 2009 Society for Marketing Professional Services National Marketing Communications Awards
 - Second Place in the Men with Pens/Duct Tape Marketing Sticky Business Competition
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