

# Greta Iverson

Marketing professional with proven strengths in strategizing, producing and optimizing large volume of content across channels, coordinating long-term marketing plans and managing direct marketing methods for multiple audience segments.

## EXPERIENCE

### **Pivot Communication, Boulder, CO — Marketing Content Manager**

JANUARY 2019 - DECEMBER 2019

- Developed all marketing content strategies to support client goals in multiple U.S. markets
- Oversaw and adjusted marketing content creation efforts across traditional and digital platforms to nurture buyer journey
- Optimized all web-based content based on audience-, market- and brand-specific search considerations
- Created all editorial calendars for content marketing efforts across channels, including blog posts, newsletters, email marketing, social media and PR/print
- Collaborated with graphic designers and web developers to streamline production and reduce bottlenecks in the approval process for client collateral
- Grew and managed content team to meet business needs
- Wrote and edited high volume of marketing material under restricted time frame

### **Marijuana Business Daily, Denver, CO — Marketing Copywriter**

APRIL 2018 - JANUARY 2019

- Developed and implemented all email automation strategies following international privacy law, including GDPR and CASL
- Collected and analyzed marketing campaign data to strengthen existing practices and developed new processes
- Oversaw and managed content distribution and logic to eliminate redundancies and prevent content shock where possible
- Created all in-house marketing and advertising copy for online, direct mail, email and text message campaigns
- Crafted and stylized all marketing content for partner communications, edited promotional copy for all additional marketing communication channels
- Strategized, drafted and deployed messaging for MJBizDaily content marketing via email, mobile and web platforms

### **Granicus, Denver, CO — Product 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

## CONTACT

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 [gretas.work](http://gretas.work)

 [gretaiverson](https://www.linkedin.com/in/gretaiverson)

## EXPERTISE

AP style copywriting and editing

Marketing data analysis

Content strategy and editorial planning

On-page search engine optimization (SEO)

Audience segmentation

Conversion optimization

Project management

Interpersonal communication

Omnichannel creative strategy

## SOFTWARE

Microsoft Office

Wordpress

Adobe InCopy

Google Drive

Google Analytics

Oracle Eloqua

Mailchimp

Microsoft Sharepoint

Clickability

Avid Newscutter

Final Cut Pro X

SocialFlow

HootSuite

Wrike

Trello

Basecamp

## EDUCATION

Temple University

Philadelphia, PA

Bachelor of Arts

Journalism, French

## **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

## **WTXF 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