

Marta Regn

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[linkedin.com/in/marta-regn](https://www.linkedin.com/in/marta-regn)

EDUCATION

- Hollins University** **2022 - 2024**
Masters of Fine Arts, Creative Writing Roanoke, VA
- Recipient of Gager Fellowship and graduate assistantship
 - Thesis work in climate writing and eco-literature
- Washington and Lee University** **2015 - 2019**
Bachelor of Science, Business Administration; Environmental Studies Lexington, VA
- Thesis work in applying choice modeling to environmental marketing and communications
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PROFESSIONAL EXPERIENCE

- Digital Communications Graduate Assistant** **2022 - 2024**
Hollins University, Jackson Center for Creative Writing Roanoke, VA
- Headed four-person team of marketing assistants and content creators. Introduced a content calendar and internal communications strategy to effectively coordinate content across the department's digital platforms including website (Wordpress) and social media (Instagram, Meta Business Suite, X/Twitter)
 - Created content for digital platforms: wrote and edited short copy for social media and website; crafted long-form blog posts including interviews/profiles, book reviews, and general department news and updates
- Content Marketing Graduate Intern** **June - Aug, 2023**
World Wildlife Fund Washington D.C.
- Created long-form content for WWF's and Natural Habitat Adventures' blogs. Researched, wrote, and edited blog posts. Specialized in accessible writing about technical conservation concepts crafting compelling stories for the average reader. Integrated cultural and seasonal trends to produce relevant and interesting content. Optimized blog posts using SEO best practices.
 - Provided copyediting and copywriting across various communication platforms including direct mail brochures, educational pamphlets, magazines, digital newsletters, and travel guides.
 - Participated in on-going reporting and attribution discussions. Developed a deep understanding of development, donor relations, and of the role content marketing plays in expanding membership within organizations.
- Audience Insights Strategist** **2021 - 2022**
Mediahub Worldwide New York, NY
- Researched market and industry trends to identify and craft audiences using a variety of quantitative and qualitative methods and tools including survey design (Qualtrics), survey data analysis (MRI-Simmons), consumer trends (Google Trends), and secondary cultural resources. Leveraged research findings into actionable consumer insights.
 - Crafted data-informed and culturally-relevant communications strategies for clients in a variety of verticals including entertainment, finance, food and beverage, and technology. Presented strategies as story-driven slideshows

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- Created internal and consumer-facing content inspired by consumer insights. Ideated and contributed to social media posts, newsletters, agency white papers and research projects.

Media Planner

2019 - 2021

Mediahub Worldwide

Winston-Salem, NC

- Planned, launched, and monitored multiple marketing campaigns totaling \$15 million across clients. Created cross-channel plans containing both digital and traditional media. Oversaw daily campaign functioning, optimized budgets according to goals, and delivered reporting on KPIs to supervisors and clients. Consistently delivered plans that met or exceeded KPIs.
 - Built media plans with strict brand safety considerations through my work with NGOs, government contractors, and utility companies. Facilitated research into building positive public and stakeholder relationships through media plans that highlight organizations' accomplishments in environmental responsibility.
 - Collaborated with other teams and managed competing deadlines. Worked closely with production and creative teams to ensure all creative assets were organized, stored, and archived for future use.
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CORE COMPETENCIES & SKILLS

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|----------------------------|---|---|
| ● Content Creation | ● Presentations
(Powerpoint,
Keynote) | ● Social Media
Performance/Measurement |
| ● Copywriting | ● Canva | ● Quantitative Analysis |
| ● Creative Writing | ● Google Suite | ● Qualitative Analysis
(Interviews, Surveys) |
| ● Editing (AP,
Chicago) | ● Microsoft Office | ● Audience & Market
Research |
| ● SEO Best Practices | ● WordPress | |
| ● Public Speaking | | |
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ADDITIONAL INFORMATION

Teaching Experience: Short-Term Adjunct Professor at Hollins University, taught a four-credit course in relational skills called *Conflict and Collaboration*

Volunteer Experience: Volunteer Gardener with The Harvest Collective in Roanoke

Publications: A full list of my creative and journalistic publications can be found here

Awards: George A. Mahan Award in Creative Writing