

## Tracy Majka

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### SUMMARY

Deadline-driven, highly collaborative and resourceful **writer, editor, and digital content manager** with significant experience in healthcare, finance, and higher education. Demonstrates leadership, problem-solving, and planning skills to produce high-quality print and digital projects. Proficient in MS Office and content management systems. Expertise includes:

#### **Strategy**

- Developing and implementing integrated communications strategy; building and refining brand voice.
- Leveraging existing content and creating new content to meet institutional objectives.
- Strategically developing digital content for search engine optimization.

#### **Content**

- Creating and publishing content on time and on budget.
- Optimizing content for diverse audiences (mobile/local/international).
- Consulting on social media best practices.

#### **Collaboration**

- Coordinating and managing multimedia projects.
- Collaborating, managing and mentoring internal team members.
- Acting as liaison with internal and external teams and media outlets.

### PROFESSIONAL EXPERIENCE

**Nokia Digital Health/Withings**, Boston, MA

March 2018–July 2018 and August 2018–present

#### **Senior Copywriter and Editor (contract)**

- Wrote and edited marketing content, including customer emails and health and wellness blog posts.
- Formatted and posted blog content using WordPress.
- Proofread packaging, presentations, infographics, and other content.
- Organized and managed editorial content from external vendor.

**MFS Investment Management**, Boston, MA

June–November 2017

#### **Internal Communications Manager (contract)**

- Wrote and edited news and feature articles, headlines, and teaser content for internal website; posted, updated, and maintained content using Adobe Experience Manager.
- Edited photos and images using Photoshop.
- Wrote, edited, and formatted emails for internal clients using Outlook and Dreamweaver.
- Consulted on editorial strategy.

**TracyMajka.com**, Salem, MA

2015–2017

#### **Freelance Writer, Editor, Marketing Consultant**

- Served as Editorial Content Lead at King Fish Media, writing and editing conference materials, consumer-facing articles, website copy, and social media posts (including Facebook, Twitter, Instagram). Wrote and edited company press releases and Web content; updated websites in WordPress.
- Served as freelance (project-based) writer for Tessellati, LLC, writing website, email, and advertising copy.
- Developed and implemented marketing strategy and plan for environmental consulting firm Mill River Consulting; coordinated rebranding, including new logo and tagline; coordinated website redesign; wrote, edited, and coordinated design and production of ads and print materials.
- Coordinated branding items for Cape Ann Business Law, P.C., including new tagline, logo, and stationery.
- Coordinated, developed, and launched website for personal stylist Lisa Ann Schraffa Santin.

**Cambridge Associates**, Boston, MA 2014–2015

**Investment Research Editor (contract)**

- Edited and standardized investment research reports; submitted reports for publishing.
- Communicated with authors and editors to resolve style and content issues.

**Harvard University**, Cambridge, MA 2013–2014

**Assistant Director, Communications, Alumni Affairs & Development**

- Coordinated content for launch of The Harvard Campaign website; routed website drafts for approvals; coordinated internal QA; coordinated post-launch updates to site.
- Interviewed Harvard alumni, donors, and students for feature articles and other content.
- Wrote, edited, and project-managed *Gift Strategies*, University Planned Giving's newsletter.
- Project-managed print and digital publications within University Development Office.

**Fidelity Investments**, Boston, MA 2011–2013

**Senior Content Editor (contract)**

- Wrote and edited marketing materials, instructional copy, and articles for Fidelity's website.
- Edited podcast and video scripts and social media policy pages.
- Wrote and edited copy for mobile applications.

**Massachusetts General Hospital**, Boston, MA 2008–2011

**Website Development Manager**

- Coordinated, built, and launched more than ten new websites and website redesigns, migrating content as needed using content management system. Collaborated with Marketing Department and outside vendors to write, edit, and post text, graphics, and multimedia packages.
- Developed, launched, and managed department intranet websites using SharePoint and Dreamweaver. Conducted orientations on internal websites for new physicians.

**Court TV Networks**, New York, NY 2004–2007

**Senior Copy Editor**

- Collaborated with managing editor and editor-in-chief to develop stories, photo galleries, quizzes, newsletters, and other interactive material.
- Wrote, edited, and updated Stupid Crimes and Misdemeanors blog; managed blog comments.
- Cross-promoted content with CNN.com, Gawker Media and other media outlets.
- Wrote, updated, and implemented house style guide based on Associated Press stylebook.

**Various Publications**, New York, NY 2002–2004

**Freelance Copy Editor and Writer**

- Copy edited and standardized print and online content for magazines, including *Nickelodeon Magazine*, *Nick. Jr.*, *Men's Fitness*, *BusinessWeek*, *I.D.*, *The Knot*, *XXL*, and other publications using Associated Press stylebook, *The Chicago Manual of Style*, and other guides.
- Copy edited and wrote content for Kaplan Test Prep materials; edited dissertations for PhD students.

## EDUCATION

**MFA, Creative Writing** 2000

University of Massachusetts, Amherst, MA

**BA, Professional Writing** 1996

Purdue University, West Lafayette, IN

**BS, Audiology and Speech Sciences** 1995

Purdue University, West Lafayette, IN

## SKILLS

MS Office, TeamSite, Adobe Experience Manager, SharePoint, WordPress, Dreamweaver, Photoshop, HTML