

## Tracy Majka

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www.tracymajka.com

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### SUMMARY

Deadline-driven, highly collaborative and resourceful **editor, writer, and content strategist** with significant experience in finance and healthcare fields. Demonstrates leadership, problem-solving, and planning skills to produce high-quality projects for print and digital outlets. 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

**Withings/Nokia**, Salem, MA

March 2018–present

#### **Senior Copywriter and Editor (*full-time freelance*)**

- Wrote and edited science and marketing content, including health and wellness blog posts, science brochures, customer emails, and social media posts
- Managed content from external vendor; organized and managed other editorial content
- Formatted and posted blog content in three languages using WordPress
- Edited and proofread packaging, presentations, mobile app copy, and other print and digital content

**TracyMajka.com**, Salem, MA

Oct. 2015–present

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

Wrote, edited, and completed print and digital projects for local agencies and businesses, including King Fish Media, Tessellati, Mill River Consulting, Cape Ann Business Law, Lisa Ann Schraffa Santin, and others

**MFS Investment Management**, Boston, MA

June 2017–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

**Cambridge Associates**, Boston, MA

Sept. 2014–Oct. 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

April 2013–July 2014

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

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

Fidelity Investments, Boston, MA

Nov. 2011–March 2013

**Senior Content Editor (contract)**

- Wrote and edited marketing materials, instructional copy, and articles for customer-facing website
- Edited podcast and video scripts and social media policy pages
- Wrote and edited copy for mobile applications

Massachusetts General Hospital, Boston, MA

Feb. 2008–Nov. 2011

**Website Development Manager**

- Coordinated, built, and launched more than ten new websites and website redesigns for the Department of Surgery and Department of Anesthesia, Critical Care and Pain Medicine, 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
- Monitored website traffic; strategically developed content for search engine optimization

Court TV Networks, New York, NY

Sept. 2004–Dec. 2007

**Senior Copy Editor**

- Collaborated with managing editor and editor-in-chief to develop news coverage and multimedia projects
- Wrote, edited, and posted stories, photo galleries, quizzes, newsletters, and other interactive material
- Wrote, edited, and updated Stupid Crimes and Misdemeanors blog; managed blog comments
- Wrote, updated, and implemented house style guide based on Associated Press stylebook
- Monitored website traffic; strategically developed content for search engine optimization

**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, SharePoint, WordPress, Weebly, working knowledge of Photoshop and HTML

**AWARDS & HONORS**

Harvard Letter, 2013; Partners in Excellence Award, 2010; Court TV Community Service Award, 2004