

Maggie MK Hess

206.295.0128

maggiemkhess@gmail.com
maggiemkhess.com

writer & strategist

About Me	Stellar writing, killer instincts, and a can-do attitude.
Experience	<p>Marketing Copywriter, BECU; Seattle, WA: April 2016–present Drive the creation of authentic and engaging content to advance membership and engagement. Develop a high standard of messaging across campaigns for traditional and digital media to elevate product, service and social media initiatives. Develop creative briefs; present written concepts; produce and deliver copy across departmental projects.</p> <p>Communications Consultant; Seattle, WA: March 2015–April 2016 Developed communications plans, branding and messaging for national foundations and nonprofits. Conducted content and competitive reviews. Wrote success stories, case studies, and marketing plans.</p> <p>Freelance Writer; Seattle WA: March 2015–April 2016 Pitched and wrote articles, listicles, and humor pieces for a variety of national newspapers and magazines, including <i>Buzzfeed</i>, <i>The Washington Post</i>, and <i>Salon</i>.</p> <p>Content Specialist/Copywriter, Seattle Art Museum; Seattle, WA: July 2013–March 2015 Established new brand voice and content style guide. Collaborated with creative team to develop concepts and campaigns for exhibitions and events. Developed content strategy and wrote copy for marketing, membership, development, PR, executive communications, digital media, and more.</p> <p>Freelance Copywriter & Editor; Seattle, WA: Sept 2012–July 2013 Marketing copy for a variety of clients, including Brooks Running and Parkio: Intelligent Employee Parking.</p> <p>Contract Marketing Assistant, Rainier Industries; Seattle, WA: June 2012–Sept 2012 Strategy for product campaigns, market research, case studies, and copy for B2B and B2C.</p>
Education	<p>San Diego State University: MFA Creative Writing Pablo Neruda Fellowship and Dr. Minna Savvas Endowed Fellowship</p> <p>University of Washington: BA English & BA Comparative History of Ideas Magna Cum Laude. President's Scholar, Dean's List, and Undergraduate Scholar</p>
Soft Skills	Chameleon-like writer who loves to tell stories and solve problems. Quick learner. Capable of translating complex concepts into compelling narratives. Experienced editor, proofreader, and project manager. Adept at partnering with stakeholders, project managers, designers, and developers. In possession of a sense of humor and knowledge of how to use it.
Tech Skills	Expertise in website, social media, mailing, and blogging platforms: Wordpress, Squarespace, Facebook, Twitter, Hootsuite, Instagram, Mailchimp, and others. Experience with Microsoft Office, Sharepoint, and Access. Familiar with website design and UX principles. Proficient in HTML and Adobe InDesign CC.