

Maggie MK Hess

writer & strategist

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About Me	Stellar writing, killer instincts, and a can-do attitude.
Experience	<p>Senior Digital Writer, Starbucks; Seattle, WA: March 2017–present Craft, update, and maintain voice and expression across the Starbucks owned channels with a particular focus on creative strategy and meaningful customer experiences.</p> <p>Marketing Copywriter, BECU; Seattle, WA: April 2016–March 2017 Drove the strategy and creation of authentic and engaging content to advance membership and engagement. Strengthened brand standards for messaging across traditional and digital media.</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 standards for content creation. Created concepts and campaigns for exhibitions and events. Developed content strategy and messaging across organization.</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.