MARJI (MARGARET) DZENKO

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SUMMARY

I am a writer-editor in digital marketing, specializing in copyediting and technical writing. I am interested in work where I can utilize my technical and creative writing skills along with my imaginative ideas to create original, engaging content.

SKILLS

* Copyediting: mindful of macro edits (overall logic and flow of the piece) while still being a stickler for micro edits (grammar, word choice, mechanics)
* Grant Writing: researching potential donors and writing a grant proposal in accordance with the donor’s requirements
* Document Design: able to create a visually appealing document appropriate for its usage, being mindful of typeface, typographic hierarchy, colors, layout, etc.
* Inbound Marketing and Content Marketing: creating useful and interesting content to both attract new customers and retain current ones
* Email Marketing: creating email sequences and newsletters to engage customer base
* HubSpot Certified: certifications in Inbound Marketing, Content Marketing, and Email Marketing
* Google Analytics Certified: certifications in Google Analytics for Beginners and Advanced Google Analytics
* Adobe Illustrator & InDesign: able to utilize in regard to document design and content creation
* Branding & Advertising: creating and following branding guidelines to give cohesive look to all content and in writing, using the voice of the brand

EDUCATION

Bachelor of Arts in Writing and Rhetoric with a specialization in Professional Writing. Graduated *cum laude*. St. Edward’s University. Austin, TX Dec 2017

Awards: Presidential Scholarship and Dean’s List

RELEVANT EXPERIENCE

Digital Marketing Associate, Frontline LLC. Los Angeles, CA Jan 2019-May 2021

* Wrote and edited content for website, blog, and social media
* Created branding guidelines and document templates
* Performed website updates
* Assisted in ad banner production
* Provided weekly HubSpot inbound marketing reports
* Wrote and edited monthly newsletter and email sequences
* Proofread for SEO

Grant Writing Intern, Save Nod Road Avon, CT Jan 2019-Mar 2019

* Researched potential grantors
* Outlined and wrote grant proposals

Marketing Intern, Frontline LLC. Los Angeles, CA Jul 2018-Nov 2018

* Assisted in inbound marketing efforts
* Trained in HubSpot courses, receiving multiple certifications
* Trained in Google Analytics
* Proofread for SEO

Student Editor, B. Hooved Humor Magazine at St. Edward’s University. Austin, TX Aug 2017-Dec 2017

* Copyedited pieces for publication
* Brainstormed ideas for publication pieces

Office Assistant, Office of Advancement at St. Edward’s University. Austin, TX May 2017-Dec 2017

* Compiled and organized donor profiles
* Copyedited student profiles in a scholarship recipient booklet given to donors

Student Editor and Writer, Arete Academic Journal at St. Edward’s University. Austin, TX Aug 2016-May 2018

* Reviewed and rated submitted papers
* Copyedited pieces for publication
* Worked collaboratively to create a seamless, singular voice and focus

PUBLICATIONS

“Multilingualism and Translingualism through Code-switching in the Writing Classroom.” Arete Student Academic Journal, Spring 2017.