

Carolyn Berk

www.carolynberk.com | Carolyn.berk@gmail.com | (215) 990-7648

Summary of Qualifications

- Creative content marketer with 8+ years of experience, including a Journalism background, extensive proofreading, and optimizing content for omnichannel campaigns
- Seasoned storyteller proficient in crafting content for blogs, social media, case studies, and newsletters, and creating associated graphic design and media
- Proven success measuring and reporting on effectiveness of marketing strategy to inform data-driven decisions
- Deep commitment to accuracy, fact-checking, and citing reliable sources

Skills Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premier) | Asana | Audacity | Canva | Final Cut Pro | Google Workspace (Analytics, Docs, Drive, Forms, Gmail, Sheets, Slides) | GoTo Webinar | Hootsuite | Hubspot | Microsoft Office Suite (Excel, Outlook, Power Point, Teams, Word) | Pro Tools | Slack | SurveyMonkey | Trello | Wistia | Wordpress | Zoom

Experience

Content Marketer and Creator | Freelance

Sep 2019-present

- Provide content creation and strategy to increase traffic, sales, and reengagement
- Collaborate with dispensary management for improved email and social media promotion
- Research, write, and edit blog posts, product descriptions, and associated graphics
- Clients include Lantern, Seagrass Salem, and Misty Mountain Shop

Content Marketing Specialist | Rave Mobile Safety, Framingham, MA Aug 2018-May 2021

- Created and edited content, including case studies, whitepapers, and webinars
- Optimized lead generation by improving inbound marketing funnel, SEO and website UX
- Scheduled and managed email campaign calendar and A/B testing to improve open rates
- Conducted extensive surveys and analysis of data for annual reports

Content Marketing Associate

Placester, Boston, MA

Oct 2017-March 2018

Nanigans, Boston, MA

July 2015-Sep 2017

- Wrote and edited videos, eBooks, newsletters, and other marketing collateral
- Revamped, measured, and managed social media accounts and community moderation
- Created and curated content for social media posts and daily newsletters

Social Media Specialist | Overdrive Interactive - Boston, MA

April 2014-June 2015

- Created marketing content for social media channels, eBooks and blog posts
- Assisted with developing social media initiatives to drive clients' business objectives

Newswriter | New England Cable News - Newton, MA

Oct 2012-April 2014

- Wrote breaking local, national and international news
- Researched, updated and edited stories for future newscasts

Production Intern and Promotions Assistant | CBS Radio Inc., Boston, MA 2009-Oct 2014

- Wrote and scheduled promotional announcements for broadcast and social media platforms

Education

Boston University College of Communication, *B.S. in Broadcast Journalism*

Startup Institute, *Certification in Digital Marketing*