

# ALEXANDRA MARVAR

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**HI THERE.** I am a **versatile writer** with director-level experience in digital marketing. I've worked with clients including WeWork, Vimeo and the UNDP creating assets from video scripts to web copy to thought leadership essays and whitepapers. My expertise includes brand voice and tone, SEO, social and content strategy. I'm looking for remote freelance commitments of any length with creative agencies and thoughtful brands.

## SELECT WORK EXPERIENCE

- Jan. 2011 - present    **Senior Copywriter (freelance)** | NYC & Remote  
Self-employed writer working with agencies and companies on projects short-term and long-term, B2B and consumer-facing. Requirements have included extensive research, client management.
- Jan. 2008 – Present    **Journalist & Travel Writer (freelance)** | Remote  
Editorial writer and journalist for magazines and online publications. Features about social issues and the arts have appeared in *The Nation*, *Smithsonian Magazine*, *VanityFair.com*, *Curbed* and elsewhere. Travel writing bylines include *CNN*, *The Washington Post*, *Suitcase* and *Away Luggage* branded publication *HERE*.
- Jan. 2019 - Present    **Sponsored Content Writer, Bisnow (freelance)** | NYC & Remote  
Writer and peer editor of B2B branded content on all aspects of commercial real estate. I filled in as a full-time writer during a winter-spring 2019 staff search and freelance as needed. Responsibilities included phone interviews with clients and SMEs, work in a CMS, and publication of four to six 700- to 1,000-word posts weekly.
- Mar. 2017 - Present    **Associate Editor, DVEIGHT Magazine (freelance)** | CATSKILLS & Remote  
Contributing editor to Catskills-based, large format print lifestyle magazine focusing on arts, culture and trends.
- Oct. 2015 - Nov. 2017    **Senior Campaign Producer, Askwith & Co (freelance)** | LA, NYC & Remote  
Consultant on large-scale, multi-million-dollar crowdfunding campaigns. Responsibilities included project management, management of other contractors, outline and execution of content-driven marketing strategies, brand and voice guardrails, content creation, PR, and working with talent. Campaigns include *Super Troopers II*, *Bring Back MST3K* and *In the Soup*. Co-produced highest-grossing doc film crowdfund in history, *Zappa Movie*.
- June 2015 - Jan. 2017    **Social Media Manager, MakerBot (freelance)** | Brooklyn, NY & Remote  
Director of community engagement and social brand awareness for a prosumer 3D printer manufacturer. Deliverables included social media management, voice guardrails, customer support workflow and templates, case studies, social content creation and running customer surprise and delight campaigns.
- April 2014 - May 2015    **Director of Marketing, VHX (now Vimeo OTT)** | Brooklyn, NY & Remote  
Directing marketing efforts at a video start-up. Responsibilities included inbound marketing strategy, PR, writing all content for product, blog, case studies, social media posts, and designing and giving talks on audience building.
- Jan. 2008 – Nov. 2014    **Staff Writer, various (freelance)** | Remote  
I have been a regular contributor or freelance "staff" writer at the following publications: *Cinespect* (2011-2014): Staff writer of film reviews and interviews. *Architizer* (2011-2012): Regular contributor, architecture and design coverage. *GOOD Magazine* (2008-2009): Daily blogger. *VanityFair.com* (2008-2011): Regular contributor, arts, music and culture. *Huffington Post* (2008-2010): Regular contributor, arts, music and culture.
- July 2012 - July 2013    **Lead Writer, GroupMe Experiences (Skype)** | NYC  
Defined the editorial voice for an experimental new revenue stream for Skype's GroupMe, managed content strategy and produced all written content for product, marketing, blog, user outreach, and social media.
- June 2011 – June 2012    **Director of Communications & Special Projects, 212box Architecture LLC** | NYC  
Lead writer and social media content strategist. Responsibilities included project descriptions, website copy, project look books, e-newsletters, press releases, and grant proposals.
- May 2009 - Nov. 2014    **Director of Communications, O+ Festival (Freelance)** | Kingston NY & Remote  
Co-founder of a national arts non-profit. Defined editorial voice, wrote mission statement and all blog and web content, all community and press outreach, e-marketing and more before transitioning to Board of Directors.
- Jan. 2007 – July 2010    **Web Producer, Vanity Fair (Freelance)** | NYC & Remote  
After a staff position as JANE magazine web editor concluded with the magazine's folding, provided web copywriting and content management on a "permalence" basis for *Vanity Fair* and *W*.

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## SELECT SPEAKING ENGAGEMENTS

### 2015 **HOT DOCS FILM FESTIVAL**

Toronto, Canada  
Ignite Labs Workshops, Workshop leader  
"Strategic Partnerships" panelist

### **MARKETING UNITED CONFERENCE**

Nashville, TN  
Panelist: "Direct-to-Fan Distribution Strategies"

### **GEENA DAVIS INSTITUTE**

Bloomberg, New York, NY  
See Jane Salon Speaker Series  
Panelist: "Art of the Deal"

### **SOHO HOUSE**

New York, NY  
Member speaker series  
Speaker: "Distribution & Audience Building for the Creative Entrepreneur"

### **THE APPLE STORE**

New York, NY  
The Tribeca Film Festival Speaker Series  
Speaker: "Creative Entrepreneurs in Film"

### **SUNDANCE FILM FESTIVAL**

Park City, UT  
Sundance Institute Artist Services  
Panelist

### 2014 **SLOAN FILM SUMMIT 2014**

Los Angeles, California  
Panelist: "Digital Distribution 101: Panel with Industry Experts"

### **VANCOUVER INTERNATIONAL FILM FESTIVAL**

Vancouver, Canada  
Panelist: "Power to the Indie"

### **FANTASIA FILM FESTIVAL**

Montreal, Quebec  
Industry Rendez-Vous  
Panelist: "Lessons Learned in Crowdfunding"

## SELECT EDUCATION

Summer 2016

**KENYON REVIEW WRITERS WORKSHOPS: Poetry (Carl Phillips)**  
Kenyon College, Gambier, Ohio

Jan. - Mar. 2015

**GENERAL ASSEMBLY: Digital Marketing.**  
New York, New York

Spring 2013

**HARVARD SCHOOL OF CONTINUING EDUCATION: Digital Marketing: Social Media, Online Strategy**  
Harvard University, Cambridge, MA

Spring 2013

**KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN: Digital Marketing for Microsoft**  
Northwestern University, Chicago, IL

Winter 2012-2013

**GOTHAM WRITERS WORKSHOP: Fiction Writing**  
Brooklyn, NY

Jan. 2006 - May 2006

**THE SALT INSTITUTE FOR DOCUMENTARY STUDIES: Documentary Photography (35mm)**  
Portland, ME

Sept. 2002 - Dec. 2005

**VASSAR COLLEGE: Bachelors Degree in Anthropology**  
Poughkeepsie, NY