

# MAGGIE MAXWELL

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## EXPERIENCE:

### **Freelance/Contracting, Denver, Colorado**

*Copywriting, June 2006 – present*

- Created customized and cohesive content for marketing materials and websites throughout many industries, including interactive, hospitality, retail, food & beverage, financial, medical, architecture/engineering/construction, photography and art.
- Tailored messaging to target markets in order to increase brand awareness, followers and sales and profitability.
- Built cohesive marketing materials across the web and social media, print and grassroots marketing efforts for small and mid-sized businesses, nonprofit organizations and public universities.

### **Made by Grizzly, San Diego, California**

*Business Development & Project Manager, March 2013 – September 2013*

- Managed existing and new client relationships for small interactive agency.
- Tracked all project timelines, ensuring deadlines and milestones were met successfully and that client expectations were met.
- Spearheaded interactive project management efforts.
- Implemented project management software and processes, including budget tracking, project milestones, cohesive communication strategies and general management techniques.
- Strategized ongoing company development efforts, including brand awareness and new business.
- Wrote all outbound project proposals, statements of work and client contracts for complex multi-media project bids.
- Produced original copy for clients, including medical professionals, restaurants, nonprofit organizations and outdoor adventure companies.
- Created content for new website and marketing collateral for growing company.

### **Zenman Productions, Denver, Colorado**

*Accounts Manager, April 2011 – March 2013*

- Developed relationships with prospective clients to identify business needs and goals to craft customized marketing and interactive solutions.
- Organized and implemented targeted marketing campaigns within multiple verticals to generate leads and grow Zenman's client base.
- Managed high-touch, large-scale project pipelines within CRM systems and without.
- Cultivated partnerships with peer agencies, professional organizations and service providers to create networks for leads, referrals and business growth.
- Managed interactive project accounts and team members to ensure successful, timely delivery.
- Secured major contracts regionally and nationally with small- to mid-size businesses, corporate executives and firms, start-up organizations and nonprofits.
- Wrote all outbound proposals and prepared quotes for complex services including website design and development, graphic design, user experience/user interface design and marketing strategy.
- Created copy and marketing content for Zenman and several Zenman clients.

**Dept. of Architecture, Portland State University, Portland, Oregon**

*Communications & Student Services Coordinator, March 2010 – April 2011*

- Designed and wrote comprehensive marketing and promotions for department, targeting specific audiences and tailoring messaging to each.
- Created comprehensive and up-to-date contact lists and listservs for department target audiences.
- Worked with Department Chair to write, edit and design promotional materials, including press releases, bulletins, posters, handbills and orientation materials.
- Collaborated with University Communications professionals to design and implement department website design, content and updates, and maintained Department website.
- Branded all existing promotional and orientation materials for the growing department.
- Performed all student and faculty administrative functions, including advising, orientation, student fees, course evaluations, prospective student tours and other tasks.

**SRG Partnership, Inc., Portland, Oregon**

*Marketing & Studio Support Assistant, April 2007- October 2010*

- Collaborated with marketing department in the design, writing, editing and productions of project proposals and interview materials.
- Produced graphics, text, layout and design for all project reports within architectural studio.
- Wrote & copy-edited collateral for marketing department, acting as the last set of eyes on interview materials, proposals, presentations and other internal and external documents.
- Wrote and maintained all client and consultant contracts per AIA and State Standards.

**APPLICABLE SKILLS:**

- Copywriting and editing expertise with a background in journalism and marketing.
- Expertise in writing for the web, including
- Proven record of sales generation, business development and strategic marketing campaigns.
- Ability to generate, track and prioritize leads through many stages of sale while maintaining organization, professionalism and focus.
- Extensive experience with targeting marketing for niche sales with proven ability to connect business owners in order to augment results and accelerate success.
- Success in interactive project management, project coordination and client services with experience in project management software and tools.
- Ability to multi-task and to adapt to a diverse range of roles and responsibilities.
- Understanding of graphic design, media relations, internal communications and event coordination.

**SOFTWARE SKILLS:**

- MS Office, including Word, Excel and Powerpoint.
- Adobe Creative Suite, with proficiency in InDesign and experience with Photoshop and Illustrator.
- Keynote design presentation software.
- Social media management software, including Hootsuite.
- Content Management System software, including WordPress and Drupal administration.
- CRM software, including but not limited to Salesforce.
- Project management software, including Trello, Basecamp and Toggl.
- Drafting Design software including AutoCAD and Revit.

**EDUCATION:**

**Ohio University, Athens, Ohio**

Bachelor of Science in Journalism/Bachelor of Science in Sociology, June 2006