



GRETCHEN HOLZGANG

COPYWRITER

CONTACT



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Portland, Oregon



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EDUCATION

Bachelor of Science Journalism and Communication

University of Oregon
2005 - 2009

EXPERTISE

Digital Marketing

Social Media

Copywriting

Script Writing

Journalism

Blogging

Editorial Calendar Planning

Research Writing

Curriculum Development

PROFILE

Hello, my name is Gretchen. I'm a copywriter with more than 10-years of experience, both as a freelancer and as a staff writer. While I have spent most of my time based in Portland, I love to travel and have followed my work around the world, including spending a year living in Chengdu, China. In addition to my writing, I have professional experience with events marketing, teaching, video editing, and public speaking. I have a passion for finding creative ways to tell stories and for using my writing to inspire positive social impact. View a detailed list of my experience below. In my free time, I enjoy running long distance, podcasts, and a good book. I believe we never stop learning in life. Looking forward to working with you!

PROFESSIONAL EXPERIENCE

Current

LEAD COPYWRITER, NTC PREMIUM / Nike

Working with the Nike Training Club digital marketing team to create marketing app content, editorial content, and marketing emails for the launch phase of NTC Premium. In the role of Lead Copywriter, I also function as content editor, project manager for the NTC Premium in-app education project, as well as edit copy from freelancers and review work from agencies. I also developed and launched the NTC Premium Newsletter.

2017 -2018

COPYWRITER; ASSOCIATE ACCOUNT MANAGER / Team Epiphany

I created editorial content for the Nike accounts with a focus on NikeWomen and NikeRunning. Additionally, I created Editorial Calendars/Run of Shows for NikeWomen account, and assist with Pinterest social strategy. I also wrote social content for WHotel South Beach and JBL Audio accounts. Worked on-sight at Influencer Marketing events including set-up, clean-up, photo direction, live social media coverage, and photo selections.

2016 -2017

COPYWRITER / AKQA

Created editorial content for the Nike+ app working with a team of designers to create digital stories for a Nike audience. I also assisted with the creation of the Nike Editorial Guidelines and work on creating pitch presentations and case studies for Nike+.

SKILLS

Microsoft Office

Photoshop

Video Editing/ Final Cut Pro

Content Management Systems

InDesign

Photo editing

Adobe Creative Suite

Hebrew

French

NOTABLE COMPANIES I'VE WORKED WITH

Nike

Walt Disney Company

JBL Audio

W Hotels

AKQA

Impact NW

Johnstone Supply

American City Business Journals

Portland Monthly Magazine

INTERNSHIP

Editorial Intern

Portland Monthly Magazine
Worked as a fact checker and reporter for the monthly print magazine and online content.

PROFESSIONAL EXPERIENCE / CONTINUED

2015 -2016

FOREIGN TRAINER / Walt Disney Company

Taught English to kids ages 3 – 12 years old. Worked with the marketing department with the Disney English program in Chengdu, China to create WeChat content, marketing scrips, and led marketing events in the city of Chengdu, China. Additionally, I led employee trainings and created best practices guidelines for using social apps and parent communication.

2012 -2013

SOCIAL MEDIA MANAGER; COPYWRITER / US Outdoor Store

Created a digital marketing strategy and wrote creative social media content relevant to the store's products and customers. Helped create a consistent brand voice across digital platforms and managed the digital images on Facebook, Google+, Instagram, Twitter, and Pinterest accounts. Worked on story boarding and filming promotional content and wrote product descriptions for company's website.

2011-2012

COPY EDITOR, STAFF WRITER / Portland Business Journal

Edited articles for both the weekly print paper and daily online editions of the Portland Business Journal and special publications. Wrote articles for online news website, weekly paper, special content inserts and a beat writer for sister publication, Sustainable Business Oregon. Additionally, worked on newspaper layout and used CMS to upload the weekly paper to the company's website, created the digital version of the paper, and assisted with getting the newspaper to the printer every week.

ADDITIONAL EXPERIENCE

2008 -Current

FREELANCE WRITER

I have been a freelance writer since I began writing entertainment features for my college paper in 2008. I have more than a decade of experience that includes magazine and newspaper writing, web content, social media content, digital marketing, branded editorial, scripts, blog post, as well as academic research and white papers. I currently focus much of my freelance attention to my passion projects: my personal blog and a children's book I am writing and illustrating.

2013-2015
+Summer
2016

LEAD TEACHER SUN PROGRAM / Impact NW

Wrote curriculum for and taught after-school classes, day camps, and summer camps for kids 5-11 years old. Led community involvement program, including giving presentations about the SUN program and its mission.