

MARY E. ACKLIN

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(917) 499-6064

Product Marketer, Content Strategist, and Writer

Writer, marketer, and product development professional with 10+ years of experience working in high-growth startup environments. Creates marketing and sales enablement content, works with product teams, and fine-tunes creative direction using data. Passionate about identifying, designing, and implementing innovative editorial methodologies which create harmony between channel and message.

PROFESSIONAL EXPERIENCE

CivicScience, Inc.

Marketing Manager

CONSUMER RESEARCH + INTELLIGENCE COMPANY • PITTSBURGH, PA
FEBRUARY 2015 - PRESENT

Responsible for marketing CivicScience products to current and prospective clients. Writes and produces sales enablement artifacts, including emails, case studies, one-pagers, consumer reports, and blog content. Develops and executes lead-generation marketing campaigns by producing insights-driven market research reports. Responsible for public-facing poll questions and growing response volume through daily content strategy and creation. Defines and publishes heuristics to communicate engagement strategy.

NEXT Pittsburgh

Copy Editor and Social Media Strategist

LIFESTYLE WEB PUBLICATION • PITTSBURGH, PA
OCTOBER 2014 - FEBRUARY 2015

Created content for social channels to boost readership and drive site traffic. Copy-edited weekly articles. Managed event marketing and engagement. Owned digital strategy for Twitter, Instagram, Facebook, Google+, Pinterest, and LinkedIn. Used Hootsuite and Wordpress.

ModCloth, Inc.

Community & Product Marketing Manager

ONLINE RETAILER • PITTSBURGH, PA
OCTOBER 2010 - AUGUST 2014

Managed community administration team and devised processes for handling user-submitted content. Responsible for communicating new site features to customer community and internal stakeholders. Worked with product team to develop and market site features, and executed the ModCloth smartphone app consumer marketing plan with cross-team collaboration. Led integrated efforts with consumer marketing email campaigns, which accelerated engagement with community-focused site features (e.g. product reviews, contests, and *The Style Gallery*).

Chris Boals Artists

Assistant Producer

FASHION PHOTOGRAPHY AGENCY • NEW YORK, NY
MAY 2009 - OCTOBER 2010

Facilitated production for advertising and editorial photo shoots through collaboration with outside agencies regarding locations, hair, makeup, talent, and catering. Planned international logistics for 10 high profile artists' portfolios. Led website redesign and implementation by writing copy and editing photos.

EDUCATION

Point Park University

Bachelor of Arts in Journalism

SCHOOL OF JOURNALISM & MASS COMMUNICATION • PITTSBURGH, PA
AUGUST 2005 - APRIL 2009