

# MARIA VALATKAITE

Writer + Editor



🏠 Berlin, Germany  
☎ Tel. +49 1771433866

✉ maria.valatkaite@gmail.com  
🌐 [www.mariavalatkaite.com](http://www.mariavalatkaite.com)

## EXPERIENCE

### GROWTH MARKETING EDITOR

Dec. 2019 - Current

### CONTENTFUL

- Define company messaging and lead verbal style guide
- Lead content creation for all major marketing campaigns, driving millions in pipeline per quarter
- Lead writer and editor for demand gen, partnerships and thought leadership content, including white papers, solution briefs, web copy and infographics
- Write and edit sales tools, including email flows and slide decks
- Support HR/recruitment with employer branding as well as position-specific landing pages and video content
- Regular contributor to the Contentful Blog
- Helped launch PR/external comms and managed news portal

### BUSINESS COPYWRITER

June 2018 - Dec. 2019

### FREELANCE

Provide external proofreading, copy editing, and content editing services for strategic communications, public relations and creative agencies

### COPY EDITOR AND COPYWRITER

Nov. 2016 - Current

### AMERICAN PUBLIC POWER ASSOCIATION

- Managed relations with 1,800+ members through email marketing and member recognition programs
- Wrote and edited blog, web, newsletter and social content on industry issues, with a specific focus on renewable energy
- Edited and laid out daily newsletter for 18,000+ subscribers
- Supported APPA's rebranding, consulting on graphic design and focus group results analysis
- Cross-team project management for scheduling and conferences

### INTEGRATED MEDIA AND COMMUNICATIONS COORDINATOR

May 2015 - Jan. 2018

### ACADEMIC RESOURCE CENTER, TUFTS UNIVERSITY

- Coached undergraduate and postgraduate Tufts students in writing, editing and argumentation skills
- Formally trained as an editor and tutor for the stipended position

### UNDERGRADUATE WRITING FELLOW

Aug. 2011 - May 2014

## EDUCATION

### TUFTS UNIVERSITY

Oct. 2010 - May 2014

### B.A., HISTORY AND INTERNATIONAL RELATIONS

Cum Laude

### UNIVERSITY COLLEGE OF LONDON

Sep. 2012 - June 2013

Fully enrolled for a year in UCL's B.A., History diploma through the Tufts in London exchange program



## ABOUT ME



I've spent the past eight years honing my copywriting and editing skills, and I have experience in content editing, growth marketing, B2B and B2C communications, branding and strategic messaging.

Long story short: I can streamline your company narrative and perfect your tone of voice — no matter the channel. I'll put your commas where they're supposed to be, and I can spot the difference between an em dash, an en dash and a hyphen at 20 paces.

## SKILLS



### CONTENT

PROOFREADING	●●●●●●●●●●●●●●
COPY EDITING	●●●●●●●●●●●●●●
COPYWRITING	●●●●●●●●●●●●○○
UX COPY	●●●●●●●●●●○○○○
SEO	●●●●●○○○○○○○○
RESEARCH	●●●●●●●●●●○○○○

### TECHNICAL

GOOGLE DRIVE	●●●●●●●●●●○○○○
INDESIGN	●●●●●○○○○○○○○
CONTENTFUL	●●●●●●●●●●○○○○
MAILCHIMP	●●●●●●●●●●○○○○
G- ANALYTICS	●●●●●●●●●●○○○○
HOOTSUITE/ BUFFER	●●●●●●●●●●○○○○

### LANGUAGES

ENGLISH - NATIVE  
LITHUANIAN - NATIVE  
GERMAN - A2