

JENNIFER VIRSKUS

WRITING & EDITING / SEO / CONTENT MARKETING

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SUMMARY OF QUALIFICATIONS

Writer, editor, social media manager, content marketing consultant with 15+ years experience in print and online publishing, B2B and B2C marketing, and a Master's of Fine Art in writing. Published in Conde Nast Traveler, Mother Nature Network, Professional Artist, Tablet, Delfi, Marriott Traveler, Medium.

Clients and colleagues appreciate the enthusiasm I bring to every project, my aptitude for quickly adapting to house grammar and style guidelines, and my efficiency and timeliness. I'm an effective team leader and a self-starter who never stops learning.

SKILLS

- Writing
- Editing
- Proofreading
- Content Strategy
- Team Leadership
- Project Management
- Social Media Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Adobe CC (InDesign, Photoshop, Lightroom, Illustrator)
- Web CMS (Wordpress, Squarespace)

PROFESSIONAL EXPERIENCE

Freelance Writer, Editor, Social Media Manager, Content Marketing Consultant

San Francisco, CA, 2013 – pres.

I turn technical, challenging, or “boring” subjects into useful, persuasive articles that educate and engage.

Marketing Director / European Cabinets & Design Studios

Palo Alto, CA, 2014 – pres.

I oversee print and online marketing efforts: creating and managing website content, social media accounts, and graphic design. **Key achievements:** Successfully launched a content marketing campaign; now posts make up approximately 25% of organic landing page views. Increased social media engagement and followership 4x across key platforms.

Content Writer and Designer / Opticos Design

Berkeley, CA, 2013 – 2015

Wrote about architecture, urban planning, Form-Based Coding, and walkability; worked with architects on the graphic design elements of RFPs and marketing materials; and managed the website.

Key achievements: Expanded the scope and content of the company blog; significantly increased social media engagement across Facebook, Twitter, LinkedIn.

Editor / SmartBrief

Remote, 2012 – 2017

Researched and wrote e-newsletter content for the Aircraft Owner's and Pilot's Association and others.

Creative Writing Instructor / A Home Within

San Francisco, CA, 2011–2012

Taught creative writing and composition to teenagers as part of the Fostering Art program for current and former foster care teens and young adults. **Key achievements:** Developed an out-of-the-box methodology for teaching creative writing and composition.

**PROFESSIONAL
EXPERIENCE
CONT.**

Art Director / Aspen Magazine

Aspen, CO, 2010–2011

Managed a team of up to 10 in-house and freelance contributors and all aspects of editorial, art, and advertising production. **Key achievements:** Produced one of the magazine’s most successful fashion issues ever including 12-page fashion feature and cover. Collaborated with photographer Tomas Zuccareno to create Lance Armstrong cover.

Photo Editor / UAB “Lilit”

Vilnius, Lithuania, 2007–2009

Produced photography, sourced stock imagery, and photographed products in-house for FHM and JOY. **Key achievements:** Developed a visual identity for JOY magazine.

Photo Editor / UAB “Ieva”

Vilnius, Lithuania, 2003–2007

Produced photography, sourced stock imagery, and coordinated in-house product shoots for Cosmopolitan, FHM, and Ieva magazines equaling ~2,500 images per month. **Key achievements:** Produced custom imagery for 50+ feature stories; photographed celebrities and business leaders.

Photographer / Colorado Daily

Boulder, CO, 1999–2001

Photographed features, concerts, and sports for the university-focused newspaper.

Photographer / Lansing State Journal

Lansing, MI, 1999–2001

Photographed feature stories and high-school sports for one of Michigan’s leading newspapers.

**EXTRA-
CURRICULAR
EXPERIENCE**

Program Director & Head Coach / Kalnų Ereliai Ski Team

Vilnius, Lithuania, 2005–2009

Founded the first-ever ski club for kids in Lithuania, a non-profit organization to promote a healthy lifestyle, self-confidence, and teamwork through the sport of alpine skiing for children aged 4-17. Managed a coaching staff of six, year-round training programs, and international travel for staff and racers.

Key achievements: Produced 2 Olympians and 4 World Championship team members.

EDUCATION

California College of the Arts, San Francisco **MFA – Writing**

University of Colorado at Boulder, Colorado **BA – Central & East European Studies**

INTERNSHIPS

North Atlantic Books Editorial
Powder Magazine Photography
ReflexNews Photography

AFFILIATIONS

**Association for the Advancement of
Baltic Studies**
SF Lithuanians
Richmond Yacht Club