

JENNIFER VIRSKUS

WRITING & EDITING / SEO / CONTENT MARKETING

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SUMMARY OF QUALIFICATIONS

Writer, editor, social media manager, content marketing consultant with 17+ years experience in print and online publishing, B2B and B2C marketing, and a Master's of Fine Art in writing. Published in Condé 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)
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PROFESSIONAL EXPERIENCE

Content Manager / Saildrone

San Francisco, CA, 2018 – pres.

Saildrone operates a fleet of wind and solar-powered autonomous vehicles designed for up to 12-month deployments in the harshest ocean environments, from the Arctic to the Antarctic. I manage website and print content, write original articles based on research and interviews with the world's leading oceanographers and climate scientists, liaise with the media, design scientific posters and presentation materials, and manage social media accounts. **Key achievements:** Developed an editorial pipeline and created brand and editorial style guides, established a digital asset management system, designed a large-scale exhibitor set up for a major decadal ocean observation conference.

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 – 2019

Oversaw print and online marketing efforts: creating and managing website content, social media accounts, and graphic design. **Key achievements:** Successfully launched a content marketing campaign; 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, and walkability; worked with architects on the graphic design elements of RFPs and marketing materials; and managed the website. **Key achievements:** Expanded the scope of the company blog; significantly increased engagement across social channels.

**PROFESSIONAL
EXPERIENCE
CONT.**

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.

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.

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.

**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