



# MARGARET WAAGE

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## Summary

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Dynamic professional multimedia producer specializing in writing for the web, communications, social media, and creative content production seeking full-time employment in web communications.

## Skills

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- Proficient in Adobe Creative Suite
- Copywriting: AP Style
- Consensus building
- Design, layout and typography
- Social media editing, campaigns
- Digital workflow and post production
- Wordpress, Hootsuite, Canva, Prezi, Camtasia, TweetDeck, SmartSheet
- Database content and archive management
- Multimedia journalism and storytelling
- Content licensing
- Write metadata keywords and categories Project Management
- FMLS, GAMLs, Rently, Follow Up Boss CRM, Paragon, Matrix
- Process improvement
- G Suite
- Agile Methodology
- Photography and video editing
- Survey Monkey

## Experience

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Sylvan Homes | Atlanta, GA

### Marketing Specialist

01/2019 - Current

- Provide professional photography of homes throughout greater Atlanta.
- Manage property security and ensure access to homes.
- Perform property inspection and write QA document issues for repair.
- Market properties across multiple Realtor sites.
- Create content for social media marketing.
- Manage project databases.

Cherokee Tribune | MDJ | Canton, GA

### Government and Features reporter

03/2018 - 01/2019

- Edit video, audio and graphics to effectively convey each story.
- Reported compelling investigative and human interest stories about local news subjects.
- Conceived and pitched story ideas weekly.
- Verified factual information through interviews, observation and research and nurtured sources including readers and news makers.
- Administer Social Media pages for Cherokee Tribune & Ledger News and Cherokee Life Magazine pages.
- Create original photographic and video content to accompany stories for web and print platforms.
- Write factually correct, concise and engaging news stories within tight deadlines.

Independent Consultant

### Social Media Specialist

01/2014 - Current

- Write social media content to increase engagement with customers.
- Track and analyze social media marketing initiatives.
- Roll out social media campaigns for clients, which helps them to meet goals and reach untapped potential customers.
- Manage organization's social media presence by posting messages, and responding to conversations. Built contests for community engagement.

- Ensure consistency in content and tone to optimize social media accounts.
- Delivered status reports to stakeholders for budgeting and planning purposes.

The Marlin Company | Wallingford, CT  
**Special Projects Manager**  
03/2007 - 10/2017

- Acted as Scrum Master while utilizing Agile methodology.
- Staff photographer and Videographer creating original assets for product saving up to 25% of monthly budget.
- Managed a social media presence across multiple platforms.
- Produced slideshows and motion graphics content for B2B communications.
- Partnered with Marketing Department on sales collaterals.
- Served as the single point of contact for project scheduling and changes.
- Trained staff on CMS platforms.
- Employed storyboard concept designs for employee communications.
- Collaborated with cross-functional teams to draft project schedules and plans.
- Team lead in IMPACT initiative and responsible for enterprise-wide employee communications.
- Upheld quality standards by monitoring versions and correcting work.
- Employed forward-thinking business techniques to maximize efficiency.
- Updated and managed multiple project databases.

## Education and Training

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Quinnipiac University 2014 | Hamden, CT, United States

**Master of Science** in Interactive Media

- Completed continuing education in Emotional Intelligence
- 'Video for Web' CUNY Graduate School of Journalism
- 'Documentary Photography' CUNY Graduate School of Journalism
- 'Photo Essay' Look3 Workshop
- 'Photo as Story' Center for Photography Woodstock

## Professional affiliations and activities

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National Press Photographers Association | Women in Photography International | Help Portrait | Mothers for Justice | Habitat for Humanity | Catchafire | Adopt A Veteran | Judge for South Carolina Press Association 2018 Annual Contest

## Website and Publications

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- <http://www.margaretwaage.com>