

Robin Stremlow

1403 N Orchard Dr., Traverse City MI 49686

www.robinstremlow.com

+1-231-620-2320

robinstremlow.va@gmail.com

jane-of-all trades writer, designer, marketing expert

I merge 10+ years of diverse writing and art experiences into a one-stop-shop for businesses. Today, I'm ready to bring my mind and creative talents to an energized team once again. Need a marketing whiz? I'm here to help!

Skills snapshot:

Writing articles and blogs or social copy and newsletters, I enjoy the art of crafting strong sentences. Research, interviewing, ghostwriting and concept editing are specialties. I pride myself on creative solutions for messaging. I love visual design, be it websites, layout, logos, or typography. I'm skilled with strategy as well, such as creating launch plans, cascading landing pages into email funnels, and evaluating user experience with surveys and analytics.

Top Software:

Adobe Creative Suite, Wordpress/Elementor, Hootsuite, Active Campaign, Mailchimp, Kajabi, Google Analytics, GSuite, Basecamp, Slack, MS Office +

work experience

Contract Marketing + Freelance Writing — 2019 - 2021

- Clients include: The Kambo Center (thekambocenter.com), Natonics Beverages (natonics.com), Utopia Foundation (utopiafound.org), Ramana Luz (ramanaluz.com), Author Kellie J. Wright, Rodasi Campbell / Rock Your Mind Meditation, Terrapin Networks, Artist Arna Baartz +
- Full brand packages, web build and maintenance, social media, email strategy, print and digital layout, product displays, surveys, ghostwriting, web content writing, proofreading/copyediting, customer engagement, book design.

Head of Digital Marketing — 2018 - 2019

Content Specialist — 2014 - 2018

Spirituality & Health Magazine, Traverse City MI / Remote

- Print and web article writing of wellness industry, onsite festivals, travel + longform essay author. Curator of partner content and backup to Digital Content Director.
- Sponsored section ghostwriter and client relations editor managing all advertiser web content. Social media manager, email newsletter writer.
- Magazine app design, print layout, e-book production, ad design, web graphics. Assistant to Art Director.
- Web content specialist and daily drupal manager. Virtual courses site design and course strategy including interactive formatting. Backup web lead.
- Analytics Reporting. UX test subscription process and redesign direct mailers and online sales systems with increase in renewal rate.

Hub Designer/Copyeditor — 2013 - 2014

Record-Eagle, Traverse City MI

- Deadline-based front page design + news, sports, editorial page layouts.
- Write engaging news headlines and photo captions. Edit and cut stories for space.

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work experience (cont.)

Communications Specialist, Office of Retirement Services — 2010 - 2012

Publications Specialist, Public Safety Communications System — 2008 - 2010

State of Michigan, Dimondale MI

- Launch brand, marketing package and education website for new public school teachers retirement plan. Content manager of 8 websites + department intranet site.
- Project manager and content creator for multi-media communications plans for 560k+ audience including financial notices, forms, customer information brochures and longform media.
- Video editing, photography, and audio production for staff training and customer education.
- Tradeshow displays and onsite participation, event planning and coverage, media relations.

Design Editor — 2009 - 2010

The State News, East Lansing MI

- Manage, mentor, and hire 4-person design team.
- Daily creative and technical page layouts including full-page graphic illustrations.
- Awarded Design of the Year 2010, Newsmagazine/Special Section Cover, 2nd Place—Associated Collegiate Press and Adobe Systems

education

Michigan State University, East Lansing MI

B.A. Professional Writing with Honors

August 2010

Design Editor at The State News

Delta College, University Center MI

A.A. Journalism with Honors

August 2007

Reporter at The Delta Collegiate

testimonial

“Robin has great communication intuition. She has a unique flair for design and for finding creative approaches whether the goal is to inform, market a product or service, or to inspire action. She’s task oriented and self directed. Robin’s can-do attitude and follow-through ethic are a manager’s dream. She seemed at her best when demands were highest and deadlines were tight, always delivering an on-time, quality product. I would hire Robin for any communication position with no hesitation. She remains one of the best hires I ever made.”

— Connie Morse, Communications Manager at State of Michigan

references on request