

# Margaret Wack

1914 University Ave #311  
Honolulu, HI 96822  
781-697-5062  
margaretwack@gmail.com

## EXPERIENCE

### Freelance Writer & Marketer

MAY 2015 - PRESENT

I create content for brands in niches including personal finance, small business, travel, food and beverage, home improvement, and more. Past and current clients include:

- US News & World Report
- Angie's List (Angi)
- Investopedia
- Bankrate
- MoneyGeek
- SaaSpirin
- OnlineU
- Wander New Mexico & more

### Digital Marketing Manager — ArtfulTea

JAN 2020 - PRESENT

I oversee all digital marketing channels at ArtfulTea, with a strong focus on content marketing and SEO. I have grown ArtfulTea's website traffic from a few thousand visitors per month to 100k+ visitors per month.

### Content Marketing Associate — ArtfulTea

OCT 2018 - DEC 2019

I assisted in content marketing efforts and wrote and edited engaging copy for blogs, emails, and social media.

## EDUCATION

### MA, Liberal Arts — St. John's College

SEPT 2016 - MAY 2018

Interdisciplinary master's degree with segments focused on literature, philosophy, religion, mathematics, and science.

### BA, Comparative Literature and Classics — Smith College

SEPT 2012 - MAY 2015

Bachelor's degree in Comparative Literature, Classics, and Poetry.

## SKILLS

Writing, SEO, keyword research, content strategy

## TOOLS

SEMrush, Ahrefs, Google Analytics, Google Search Console, Wordpress, Squarespace, Webflow, MailChimp, Clearscope, HTML, Airtable, Asana, Monday.com, Trello, Zoom, G Suite, Microsoft Office

## INTERESTS

Poetry and poetics, ancient languages and history, loose leaf tea