

MARTHA WALZ

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COMMUNICATIONS PROFESSIONAL

Content Strategist | Writer

- ❖ Creative, analytical content strategist with management experience overseeing **multi-channel marketing initiatives** for a wide range of clients in the pharmaceutical and healthcare industries.
 - ❖ **Strategic thinker** with unique ability to quickly grasp complex scientific and medical topics and clearly communicate targeted messaging through effective content strategy, writing, and presentation.
 - ❖ **Top-tier communicator**, exceptionally strong in developing productive working relationships with end users, business associates, clients, and staff.
 - ❖ **Highly organized and detail-oriented** with proven capacity to perform under pressure with multiple projects and deadlines while maintaining a sense of humor to see projects through to completion.
 - ❖ **Recognized as a collaborative team leader**, relied upon during challenging times to keep the team focused and productive; talent for encouraging integrity and self-motivation for strong performance.
 - ❖ **Experience in Web site content management** and development with demonstrated ability to drive Web site traffic and ad sales through internal and external linkages and social media.
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PROFESSIONAL EXPERIENCE

OGILVY COMMONHEALTH WORLDWIDE, Parsippany, NJ, 3/12-present

Senior Content Strategist

Responsible for understanding, planning, and governance of content for digital marketing channels for healthcare provider and consumer audiences in the healthcare marketing space. Plans and creates content for multiple platforms at once, including websites, iPhones, iPads, the Xbox, YouTube, ebooks, and everything in between. Helps plan smart content strategies based on client objectives. Analyzes digital content tactics from clients and competitors. Works with analytics team to create measurement plans for content and user engagement. Recommends new marketing opportunities based on emerging digital channels.

- Provides **analysis of the competitive digital landscape**—including websites, organic and paid search, social media, and apps—to identify new customer engagement and marketing opportunities
- Partners with digital strategy and the account team to **develop engagement plans** from conception to recommendation, providing supporting data, insights, and rationale.
- Creates **gap analyses, content calendars, and governance plans** for content.
- Works with copywriters to **build a narrative across digital channels** to drive user engagement.
- Ensures that the **taxonomy and metadata architecture of digital assets** are correct and adhere to industry best practices.
- Works with UX to provide **analysis of user experience** of client and competitive assets and the development of user experience materials including use cases, personas, user journeys, and digital ecosystems.
- **Discusses strategic options at the executive level** and to potential clients by participating in new business pitches across the healthcare professional and consumer healthcare landscape.
- Works with project management and VP of Content Strategy to **provide hours for budgeting new projects**.
- Identifies **digital marketing industry trends** and provides POVs and recommendations to the wider digital strategy and account teams.
- Holds lunch-n-learns to **educate internal and client teams** about best practices in content strategy and digital marketing as well as emerging digital marketing trends, platforms, and metrics.

BNP MEDIA, Wharton, NJ, 8/11-3/12

Editor in Chief, *World Trade 100*

Oversaw the entire content of *World Trade 100* magazine. Managed the *World Trade 100* online presence, which included worldtradeWT100.com, e-newsletters, iPad app, Web seminars, podcasts, blogs, and social media via LinkedIn, Facebook, and Twitter. Assisted the publisher to help position the publication properly in the market while meeting budget and augmenting revenue streams.

- Conferred with the publisher to determine and **execute the editorial content** of each issue.
- **Researched** and **developed** story ideas.
- **Assigned** and **worked with staff and non-staff writers** for features, departments, and columns.
- Leveraged **social media** to improve **brand awareness** and drive **Web site traffic**.
- Instrumental in developing **editorial calendar** and **media kit** to provide market overview and link advertisers to clients and advertising opportunities.
- Edited print issues of 52 pages and wrote **articles, departments, and editorials** for each issue that came out 12X per year.
- Remotely coordinated the flow of material for the print publication, from in-house and freelance writers through the art and production departments, **meeting production schedule deadlines**.
- Represented to the industry *WT100's* "beyond print" mentality and **furthered WT100's role with leading associations** and industry groups.
- Developed content for **Web seminars** with the sponsors. Served as **host** of each live Web seminar, introducing speakers, providing editorial commentary, and fielding questions from the audience during the Q&A segment.
- Recorded editorial and sponsored **podcasts**.
- Maintained and wrote weekly **blog** on Web site. Solicited guest bloggers.

EDGELL COMMUNICATIONS, Randolph, NJ, 7/10-7/11

Editor in Chief, *Mobile Enterprise*

Oversaw the entire content of *Mobile Enterprise* magazine and managed the print publication along with supplements and custom publishing projects. Managed the *Mobile Enterprise* online presence, which included MobileEnterpriseMag.com, e-newsletters, custom microsites, Web seminars, and social media via LinkedIn, Facebook, and Twitter. Headed content development for the Mobile Enterprise Executive Summit. Also served as a collaborative partner with the publisher to help position the publication properly in the market while meeting budget and augmenting revenue streams.

- Effectively drove **Web site traffic** in steering the editorial development of *Mobile Enterprise*, the *Mobilizer* weekly e-newsletter, and *Mobilizer: Field Service* monthly e-newsletter by appropriately targeting content to the audience.
- Leveraged **social media** to improve **brand awareness** and drive **Web site traffic**.
- Developed new **revenue-generating** content ideas and writes promos to support their **marketing** efforts.
- Instrumental in developing **editorial calendar** and **media kit** to provide market overview and link advertisers to clients and advertising opportunities.
- Edited print issues of 28-32 pages and wrote **articles** and **editorials** for each issue that comes out 6X per year.
- Coordinated the flow of material for the print publication, from freelance writers through the art and production departments, **meeting production schedule deadlines**.
- Spearheaded content development for **Mobile Enterprise Executive Summit** using knowledge of the industry. Secured **C-level executives** to speak at the Summit. Served as **host** of the two-day Summit, introducing speakers and giving editorial commentary throughout the event.
- Developed content for **Web seminars** with the sponsors. Served as **host** of each live Web seminar, introducing speakers, providing editorial commentary, and fielding questions from the audience during the Q&A segment.

ADVANTAGE BUSINESS MEDIA (formerly Reed Business Information), Rockaway, NJ, 2/07–3/09

Editor in Chief, R&D Magazine (7/08–3/09)

Promoted to oversee entire content of the *R&D Magazine* brand. Challenged to maintain previous duties of managing editor and perform the work of editor in chief while accommodating a reduction in staff.

Demonstrated creative and decisive leadership in steering editorial development of print publication, e-newsletter, supplements, Web site, and awards programs.

- Successfully drove **Web site traffic** and increased **ad sales** through intelligent content structure of *R&D Magazine* and *R&D Daily* e-newsletter that pulled targeted audiences through featured topics.
- Invented a "**Best of the Web**" feature in the print issues that generated an increase in Web site traffic.
- Improved **brand awareness** with the annual **R&D 100 Awards** that honored the 100 most innovative products in R&D. Introduced new avenues for sponsorships at the awards ceremony.
- Created **editorial calendar** that boosted advertising revenue by linking ads based on subject matter, promoted timely submissions, and improved the quality and quantity of content.
- Instrumental in creating **media guide** that provided market overview to help link advertisers to clients.
- Edited print issues of 40-100 pages and wrote the **editorial** for each issue that came out 7X per year.
- Streamlined operations, improving **process flow** and client/writer communications; conveyed and enforced editorial guidelines/policies and ensured placement of all quality checks.

Managing Editor, R&D Magazine (2/07–7/08)

Directed and managed operations and editorial functions for *R&D Magazine*, Web site, e-newsletter, awards programs, reference guide, *Global R&D Report*, *Academic Sourcebook*, and special supplements. Collaborated extensively with art, production, marketing, and Web departments to meet all deadlines. Supervised staff/freelance editors and interns, delegating tasks and coaching for performance improvements.

- Managed startup and launch of **The R&D Daily e-newsletter** that set an industry trend as the highest-read daily e-newsletter throughout the corporation in 2008. Formatted, proofed, and solicited topics.
- Wrote monthly **feature articles** for *R&D Magazine* and the Web site's weekly **blog**.
- Kept up to date on **market trends** for the latest technologies to gain a competitive edge.
- Nominated for the first-ever "**Spirit Award**" based on exemplary team leadership and motivation, high level of organization and efficiency, and unwavering focus and commitment to creating a world-class magazine.
- Managed all phases of **R&D 100 Awards** in Chicago virtually from New Jersey, including the exhibit, government roundtable meeting, and black-tie awards gala of 600+ attendees with seamless execution.
- Spearheaded **marketing initiatives** for awards programs, developing effective house ads and promos.
- Implemented time-saving, paperless **online entry system** for all four different awards programs, greatly improving the efficiency and accuracy of submissions.

Previous position as **Senior Editor, R&D Magazine** for Reed Business Information.

Previous position as **Scientist / Sales Engineer** for OFR (OPTICS FOR RESEARCH).

Previous position as **Research Associate** for KEARFOTT GUIDANCE AND NAVIGATION CORPORATION.

EDUCATION

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE, Huntsville, AL, 1998

M.S. in Physics, *Graduate Dean's List Member*

Graduate Research Assistant / Graduate Teaching Assistant, 1996–1998

MIAMI UNIVERSITY, Oxford, OH, 1996

B.S. in Physics and B.S. in Mathematics, *Cum Laude, Dean's List Member*