

INDIA KUSHNER

WRITING AND MARKETING CONSULTANT

PROFILE

An effective communications consultant with proven expertise in editing, writing, marketing, research, and project management. An acute eye for detail as demonstrated in deadline-heavy editorial background.

CAREER SUMMARY

Writing and Marketing Consultant

Self-employed | March 2022-Present

- Write and edit content, including blog posts, articles, reports, and marketing materials. Ensure content is factually accurate and engaging.
- Pitch articles based on trending news; research, write, and edit articles for final publication.
- Design and produce digital newsletters.
- Create and schedule social media posts; manage multiple social media platforms.
- Track time using Harvest, adhering to hourly or budgetary restrictions as needed.

Contributor

Good Rx | January 2022-Present

- Receive article topics from editor; research subject and identify patients to interview; create content strategy based on editor's requirements.
- Craft pieces on patient experiences from diagnosis to treatment; implement SEO best practices.
- Edit article and prepare for publication.

First Impressions Coordinator

SPARK | September 2019-March 2022

- Provided general administrative and event support.
- Produced internal digital newsletter; designed promotional material in Canva; offered critical eye to community messages, ensured content meets Spark branding.
- Onboarded new members; communicate with guests and members.
- Liaised with vendors for producing company logos, inventory, and troubleshooting.

Volunteer Submissions Editor

Better Because Collective | September 2020-August 2021

- Served as the first point of contact with writers; trafficked stories through production; communicated with writers on the story process, and assigned stories to editors.

Volunteer Submissions Editor cont.

Better Because Collective

- Ensured tone and style adhere to brand guidelines; maintained frequent contact with writers and worked with them to incorporate editing revisions.
- Proofread stories, then prepared them for final publication; maintained story database.
- Edited and updated existing content.

Editorial Fellow/Staff Writer

The Tempest | September 2018-February 2020

- Pitched and wrote articles; created original content; conducted interviews, researched and developed articles on topics including news and pop culture.
- Edited articles and prepped for publication.

Social Media Manager

National COSH | January 2017-March 2019

- Created and scheduled social media posts; interacted with audience on social media platforms.
- Managed website updates; prepared, edited, and fact-checked press releases, blog posts, and annual reports; created graphics.

Communications & Outreach Fellow

Split This Rock | September 2017-June 2018

- Managed the social media calendar and website content; assisted in development of editorial calendar
- Worked with team to coordinate administrative goals for the poetry festival marketing plan, ensuring all internal deadlines were met; contacted local media with goal of securing press coverage.
- Prepared and scheduled weekly newsletters.
- Scheduled meetings, drafted agendas, and took meeting notes.

Assisting Editor

Rose Water Magazine | July 2015-November 2017

- Pitched, wrote, and edited blog posts on social justice, news, and media.
- Edited contributing authors' posts.

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Communications Coordinator

The Online News Association | July-September 2016

- Assisted in designing and implementing social media campaigns around initiatives, including the Online News Association Conference.
- Assisted in creating a regular publishing schedule for social media platforms.
- Helped create content for ONA Weekly newsletter.
- Engaged with users on ONA LinkedIn group, Facebook, and Twitter.

Marketing Assistant

PreZerve | November 2014-March 2015

- Wrote monthly press releases for upcoming food preservation events.
- Submitted events to media calendars.

Editorial Operations Intern

Curbed (now Vox Media) | January-June 2013

- Organized and researched stories for the Curbed, Racked, and Eater sites.
- Interviewed and photographed guests at event hosted by Glamour Magazine.
- Managed office supplies.

Intern

HyperVocal | June-August 2012

- Researched trends and news developments.
- Pitched, wrote and edited stories; promoted site on social media.

SKILLS

Writing/Editing

Copy editing, proofreading, AP Style, Microsoft Office, press release writing

Communications

Canva, Facebook, Twitter, Instagram, Asana, Hootsuite, TweetDeck, Constant Contact, WordPress, Google Suite, Mailchimp

EDUCATION

Goucher College, Towson, MD

Bachelor of Arts in Communications, concentration: Journalism
2008 - 2012

CONTACT

Phone: 347. 218.1751

Email: IndiaRKushner@gmail.com

5308 Catalpha Rd.
Baltimore, MD 21214

www.linkedin.com/in/india-kushner
www.indiarosekushner.com