

CV

**Marc Hummel**  
Brooklyn, NY

## about

Curious and analytical writer, editor, strategist, and content developer with 7+ years' experience in B2B SaaS and B2C retail ecommerce. I excel when given the opportunity to collaborate, combine data-driven insights with creativity, and make measurable contributions to business results.

## work

### **YouVisit** / copywriter

B2B SaaS (immersive media, VR, AR)  
Jun. 2017 – present

- Strategy: Created content plans, calendars, and matrices; optimized webpages for readability and conversion; developed messaging for client- and prospect-facing materials
- Web dev: Built templates for emails, websites, etc.
- Content dev: Wrote, edited, and developed assets designed to generate leads
- Media: Case studies, ebooks, blog posts, email campaigns, landing pages, advertisements, trade show collateral, 1-sheeters, websites

### **Monetate** / content marketing associate

B2B SaaS (website testing, personalization)  
Feb. 2015 – Jan. 2017

- Writing, editing, content marketing strategy
- Media: Brochures, ebooks, blog posts, white papers, infographics, event collateral, direct-mail campaigns, case studies, email campaigns, press releases
- Highlight: Top Quora writer for Website Personalization

### **QVC** / copywriter

B2C retail ecommerce  
Aug. 2011 – Feb. 2015

- Promotional writing and editing
- Media: web, email newsletters, on-air graphics, interactive web apps, corporate events
- Highlights: Interviewed Rachael Ray, Guy Fieri, and Fabio Viviani

## education

### **University of Pennsylvania** / MLA '17

Master's degree: Communication strategy, research, and design

### **Rutgers University** / BA '10

Major: English; minor: graphic design

Member: Athenaeum Honors Society

Recipient: Margaret M. Marsh Research Prize

## misc.

### **Young Scholars in Writing** / academic journal

Published paper analyzing genre-related literacy activities at Mighty Writers, a K-12 non-profit writing center

### **WHYY** / public relations intern

Developed content for internal print newsletters, press releases, and more for Philadelphia's NPR affiliate

### **AIGA Philadelphia** / executive board

Contributed to event development, membership drives, and promotions for the professional association for design

### **BMINUS** / entrepreneur

Ran a small apparel company. Created handmade products; setup ecommerce storefront; implemented and

### **Skills**

- Marketing automation: MailChimp, Marketo, Pardot
- CMS maintenance/production: WordPress, Craft
- SEO writing, development, implementation
- Adobe Creative Suite
- HTML, CSS
- Social media management: Hootsuite, LinkedIn, Twitter