

# Marsha Badger

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## Senior Editor & Content Manager

**Creative, detail-oriented, and meticulous professional with substantial experience planning, developing, and deploying overall company's content strategy; creating and producing online and offline marketing content.**

Highly skilled in creating and maintaining interactive digital content for multiple social media platforms. Instrumental in managing content, prioritizing workloads, and resolving complex and challenging issues. Astute in ideating, assigning, crafting, and editing original articles in line with set processes and guidelines. Proficient in reviewing product specification and ensuring consistency. Track record of establishing and implementing strategies in compliance with corporate objectives. Proven success in directing successful completion of various key projects within set timeline. Versatile professional with extraordinary communication, interpersonal, decision-making, and problem-solving skills.

### Areas of Expertise

- Content Creation & Management
- Brand Development & Growth
- Product Management
- Research & Storytelling
- Social Media Management
- Quality Review Process
- Event Coverage & Press
- Market Research & Strategy
- Proofreading & Editing
- Continuous Process Improvement
- Strategic Planning & Execution
- Interpersonal Communication

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### Career Experience

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**Senior Editor, HelloBeautiful, New York, NY**

**11/2020 – Present**

Oversee writing and production for magazines, newsletters, and digital. Coordinate with staff writers and freelancers to assign stories to write and research. Engage in proofreading and editing all content to ensure accurate grammar. Evaluate all online posts, guaranteeing consistency with HelloBeautiful voice. Administer routine activities, such as crafting cover issues and stories while promoting on social media with IG Live Q&As. Deliver best quality reviews and feedback for various online readers by sampling hair and beauty products. Create op-eds on topics, inspiring readers to reflect on the subject. Produce written articles based on press trips, exclusive events, and movie premieres. Provide real-time coverage of award ceremonies and red-carpet occasions.

- Successfully contributed two cover stories.
- Highlight top-quality articles about the latest fashion and beauty trends, celebrity news, and viral content.
- Organize and conduct various phone and video interviews for articles featuring entrepreneurs, musicians, and beauty/ fashion brands.

**Freelance Writer, MadameNoire/HelloBeautiful, New York, NY**

**09/2018 – 11/2020**

Crafted content for various publications and channels, such as websites, press releases, blog posts, internal corporate communications, and newsletters. Formulated creative texts in accordance with prescribed editorial and formatting guidelines. Liaised with multiple clients to explicate assignment-related expectations. Proofread assignments to detect and correct errors. Proposed innovative ideas and topics for approaching content.

- Orchestrated more than 20 beauty and fashion-based articles on monthly basis pertaining to real-time coverage of latest market trends.

**Social Media Manager & Content Creator | Lighthouse Guild, New York, NY**

**01/2016 – 11/2017**

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Produced creative content and marketing copy to advertise products. Drafted blog posts regarding industry-related topics and promoted content on social media. Spearheaded the company's interactions with the public by shaping and executing social media platforms' content strategies. Analyzed engagement data, identified trends in customer interactions, and managed digital campaigns to build community online. Formed a new social media guidebook outlining platform usage, boosting engagement, and positioning the organization as a leading resource in the healthcare industry.

- Promoted brand awareness by developing and overseeing all social media campaigns.
- Achieved significant increase in user engagement by 80% by creating, implementing, and managing innovative content strategy for all social media platforms including Twitter, Facebook, and Instagram.

**Senior Staff Writer** | Fashion Bomb Daily, New York, NY

**01/2016 – 07/2017**

Created a variety of high-quality content for the organization to increase brand awareness. Conducted thorough research and drafted articles, and maintained editorials. Produced high-volume branded content as well as maintained team editorial content calendar. Pitched, composed, and presented approximately four stories daily, primarily focusing on celebrity styles, beauty, and pop culture.

- Efficiently managed content for over 1M audience across all social media platforms.
- Authored and published website's top posts; garnering highest traffic as well as spearheaded "The Colored Girl" campaign and the "Moshoodat" series.
- Delivered real-time social media coverage at various fashion show, red carpet, and industry events, such as NYFW, BET Awards, album releases, and exclusive events.

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## Additional Experience

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**Employment Services Coordinator**, Lighthouse Guild, New York, NY

**Senior Staff Writer**, Fashion Bomb Daily, New York, NY

**Beauty Contributor**, NaturallyCurly, New York, NY

**Contributor**, Huffington Post, New York, NY

**Fashion Contributor**, PYNK Magazine, New York, NY

**Contributor**, Kontrol Magazine, New York, NY

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## Education

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**Bachelor of Arts in Television and Radio**

Brooklyn College, Brooklyn, New York

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## Technical Proficiencies

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WordPress • MailChimp • BaseCamp • Slack • Microsoft Teams • SEO Keywords • Google Suite