



## KARSHA GREEN

karshatuigreen@gmail.com

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### WRITING / COMMUNICATIONS / NEW MEDIA

A passionate and dedicated writer of lifestyle topics with over 10 years industry experience. Multi-faceted, resourceful, and enthusiastic communications professional with extensive experience as Freelance Writer and Copywriter in commercial media and corporate environments. Results-oriented, hardworking, and reliable with expertise in digital content development for editorial, online platforms, social media, marketing and public relations. Decisive, proactive, and collaborative with excellent communication and interpersonal abilities to develop rapport with clients, staff, and other key stakeholders. Detail-oriented proofreader and manager of online communities and social spaces to encourage user-generated content. Excels in fast-paced, high-pressure environments requiring ability to execute a “think on your feet” mentality and meet strict deadlines.

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### AREAS OF EXPERTISE

Creative Writing ♦ Copywriting ♦ Content Development ♦ Visual/Written Features ♦ Editorial

Commercial Media Management ♦ Media Relations ♦ Marketing ♦ Editing/Proofreading

Public Relations ♦ Communications ♦ Research/Consolidation ♦ Social Media ♦ SEO

**Social Media Channels:** Instagram; Facebook; Pinterest; and Twitter

**Technical Proficiency:** Microsoft Office Suite; Photoshop; HTML; CMS; WordPress; InDesign

### EDUCATION / CERTIFICATION

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- Macquarie University – Bachelor of Arts; Major in Media and Minor in International Communications, 2010 – 2013
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### PROFESSIONAL EXPERIENCE

#### **Freelance Writer**

**May, 2015 - Present**

#### **Self Employed**

- I have worked with a diverse range of editorial, digital and PR clients around the world, to produce and edit pieces of writing from feature articles, blogs, website copy, social media, press releases, marketing material, and so much more. My writing covers various industries including wellness, F&B, design and interiors, biography, news, events and other lifestyle-related topics.

#### **Clients include:**

- Forbes Asia - 30Under 30 (2021, 2022 and 2023), Heroes of Philanthropy, Power Businesswoman
- ACG Media, Malaysia
- Casa Botelho, England
- the update app, United States
- Universal Media Company, Australia - Grand Designs AU Magazine, Home Design Magazine

#### **Key Achievements:**

- Built a valuable, unique database of clientele that spans across various industries, worldwide.

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- Researching, consolidating and producing written and visual content for various media platforms, including magazines, digital and social media.
- Producing quality content that represents all parties effectively by working collaboratively with advertising departments and clients.
- Responsible for research, selection, consolidation, proofreading, and preparation of articles/blogs for a variety of brands and topics that have been successfully published across various mediums.
- Skilled ability to adapt client ideas into valuable content, with a proven track record of attracting and retaining a clearly-defined audience, driving profitable customer action.
- Built an online presence for my clients across all media channels by generating ideas and establishing content strategies in order to market their brand efficiently and effectively.
- Managed, planned and produced visually appealing 200+ page publications including Beach & Bayside Homes, Best Homes and GRAND Outdoors (Grand Designs brand) for Universal Magazines as Managing Editor.

### **Dahan Properties, Prime Five Homes - Los Angeles, CA**

**May, 2015 - May 2016**

#### **Copy Editor**

- In charge of planning, preparing, coordinating, and editing all company content and material for publication both internally and externally.

#### **Key Achievements:**

- Using critical thought, logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to various problems affecting the company.
- Utilize reading comprehension and extraordinary writing ability to think creatively and effectively communicate and convey the company's message through all necessary mediums, including but not limited to digital, social, and print media.
- Working closely with the Publicist to pitch and secure coverage in magazines, on television and radio shows, and online media platforms. Responsible for placements in over 25 print and online publications.

### **The Dream Builders Project, 501(c)3 non-profit - Los Angeles, CA**

**May, 2015 - May 2016**

#### **Copy Editor**

- In charge of planning, preparing, coordinating, and editing all company content and material for publication both internally and externally.

#### **Key Achievements:**

- Planning, coordinating and executing charity events, such as galas, drives, photo shoots and feed the homeless campaigns for a million dollar non-profit organization. Guest of volunteer attendance from 30-500 people.
- Representing The Dream Builders Project at other charity and commercial events, and prospecting new donors and investors.
- Responsible for research, selection, consolidation, subbing, proofreading, and preparation of visual and written home interior/outdoor projects.
- Utilize reading comprehension and extraordinary writing ability to think creatively and effectively communicate and convey the company's message through all necessary mediums, including but not limited to digital, social, and print media.
- Working closely with the Publicist to pitch and secure coverage in magazines, on television and radio shows, and online media platforms.

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## **Freelance Writer/Managing Editor**

**2014 – 2015**

- Producing targeted marketing content for King Content, for the purpose of EnergyAustralia's online forum. This included research of an assigned topic to produce a 300 word, easy-to-read yet informational article.
- Managing the entire production of several commercial home interiors magazines, including researching, sourcing and writing the content, as well as working together with subbing, design and proofreading departments to create a nationally-acclaimed publication. Publications include Best Homes and GRAND Outdoors magazines, commissioned by Universal Magazines.

### **Key Achievements:**

- Responsible for research, selection, consolidation, subbing, proofreading, and preparation of visual and written home interior/outdoor projects.
- Liaison with interior designers, architects and photographers to source innovative and informative content.
- Working closely with a design team to create a visually-appealing publication.

## **Universal Magazines – North Ryde, Australia**

**2012 - 2014**

### **Features Writer**

**(2013 – 2014)**

- Provide regular features articles for Grand Designs Australia, Home Design and Home Renovation magazines.

### **Key Achievements:**

- Responsible for research, selection, consolidation, subbing, proofreading, and preparation of visual and written features on the latest home design, architecture, plus building and interior trends in Australia and globally.
- Liaison with clients to ensure accurate representation of their services to the public.
- Company Representative at industry events to ensure up-to-date knowledge of current trends.
- Maintain social media channels including Instagram, Facebook, Pinterest, and Twitter.

## **Editorial Assistant**

**(2012 – 2013)**

- Provided proofreading with input of corrections on publications including Grand Designs Australia, Home Design and Home Renovation magazines.

### **Key Achievements:**

- Researched and wrote product and event pages, interviewed for profile pieces, and created the monthly e-newsletter uploading it to the website and delivering to subscribers via MailChimp.
- Collaborated with colleagues to ensure an efficient and successful publication and maintained departmental databases.

## **Ecodownunder – Mona Vale, Australia**

**2010 - 2011**

### **Freelance Writer**

- Provided freelance articles for a local organic cotton, bed and linen company that wanted to inform its customers of the effects of synthetic chemicals used every day while advertising their products.

### **Key Achievements:**

- Collaborated with the company owner, Russell Lamb to formulate articles about formaldehyde, washing detergents and organic cotton that were published in Australian national magazine "Clean Food Organic".
- Developed ability to adapt client ideas into coherent, positive and interesting articles.

## KARSHA GREEN

Surf Life Saving – Northern Beaches Branch, Australia  
Volunteer Media Relations / Marketing Assistant

2011

- Voluntary writing for newspapers and community magazines as a member and qualified Lifesaver.

Easy Living Magazine

2011

Content Producer – Internship

- Developed articles for a start-up community magazine in the Hills District of New South Wales, Australia that publishes quarterly.
- Developed skills in learning about the audience demographics such as age, gender, and interests, and applying these within the writing process.
- Produced articles on everyday lifestyle topics such as food, health, and the local U12 Boys Soccer Team among many others.

### PERSONAL INTERESTS

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- Personal writing – journals, blogs and creative stories.
- Volunteering for non-profit organizations to help expand their outreach.
- Meeting new people and learning of their journeys and adventures.
- Mixing paints and developing different colors and textures in my home.
- Sports.
- Travelling, observing and enjoying the diversity of cultures, architecture and design.