

Grace Mulinski

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ABOUT ME

I've worn many hats, from content marketer, sales representative, writer, and editor. I have a knack for turning complex information into clear, engaging content, and understand the power that cross-functional synergy lends to shaping strategy, alignment, and accuracy. I'm especially drawn to mission-driven work around trust, compliance, and access to information. I'm a writer at heart, and support other writers through editing and mentorship in my spare time.

PROFESSIONAL EXPERIENCE

Freelance

November 2024-Present

Writer & Editor

- Created marketing content for a startup to support sales strategy and cross-functional alignment.
- Worked with authors on manuscripts to provide structural and copy edits to strengthen voice and narrative flow.

Teleport

April 2025 – Present

Senior Sales Development Representative

- Launched 10+ targeted ABM campaigns across email, LinkedIn, and paid channels, utilizing AI for data analytics.
- Managed outreach for 25+ enterprise accounts; partnered with marketing to align messaging and campaign assets.
- Contributed to direct changes made within GTM messaging for Sales and Marketing.

Okta

March 2022 – April 2025

Copy Writer & Editor – Okta Blog

- Collaborated with product and sales teams to optimize copy across web, email, and blog.
- Shaped executive messaging and thought leadership with senior stakeholders within the Newsroom.
- Maintained content quality and iterated messaging based on performance data and feedback.

Senior Sales Development Representative

- Developed enablement content and outreach messaging for campaign rollouts and GTM launches.
 - Improved reply rates from 1.5% to 7% by refining strategy with Tableau analytics.
 - Led messaging reviews, process documentation, and cross-channel initiatives.
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CORE SKILLS

Content Strategy, Writing & Editing, Communications, Cross-Functional Collaboration, SEO, Stakeholder Alignment

TOOLS

Salesforce, Outreach, Marketo, Google Analytics, Microsoft 365, Google Workspace, Adobe, WordPress, LLMs

EDUCATION & CERTIFICATIONS

University of Washington

March – December 2024

Certificate in Editing

Central Washington University

June 2017 – June 2019

Associate of Arts Degree