

Christine Kanownik

Copywriter + Editor + Strategist

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<https://cnkanownik.journoportfolio.com/>

EXPERIENCE

Remedy Health Media, New York, NY — *Freelance Writer*

November 2019 - PRESENT

- Resourced and crafted SEO-optimized healthcare articles.
- Interviewed physicians on research findings and clinical recommendations.

One North Interactive, Chicago, IL — *Senior Copywriter*

April 2021 - February 2023

- Acted as lead writer, creating UX strategy and digital copy for Meta/Facebook and Booking.com's relaunched careers sites.
- Ideated and refined brand strategies and positioning for Booking.com and One North's internal rebrand.
- Conducted qualitative and quantitative research and created user journeys and personas.

Serviceplan Gruppe, Berlin, Germany — *Freelance Writer*

May 2018 - July 2021

- Wrote lifestyle, dining, and travel articles for agency clients, including Porsche's community app, Roads By Porsche.
- Communicated edits with a team of editors to ensure articles were up to rigorous standards.

Zacks Investment Research, Chicago, IL — *Marketing Manager*

April 2019 - October 2020

- Curated promotional calendar on financial news and trends.
- Launched an A/B testing program, improving the effectiveness of digital marketing efforts, resulting in a 30% increase in conversion and the most profitable quarter in company history.

Illinois Institute of Technology, Chicago, IL — *Assistant Director of Communications*

August 2017 - April 2019

- Reporting to the AVP of Admissions, created and positioned all external communications.
- Promoted and helped coordinate admissions events both on campus and internationally.
- Worked with stakeholders and a consultant team to overhaul the

CONTENT + BRAND SKILLS

accessibility, persona creation, stakeholder interviews and workshops, qualitative interviews, survey creation, research, wireframe management, and customer journeys.

MARKETING SKILLS

SEO optimization, email marketing, social media management, channel marketing, and digital advertising.

Programs

Salesforce Marketing Cloud, Slack, Figma, Google Suite, Google Analytics, Microsoft Office 360, Adobe Suite, Moz, Semrush, Facebook Ads Manager, and ServiceNow.

university website for greater accessibility.

Routledge, New York, NY — *Marketing Manager*

September 2015 - August 2017

- Acted as editor for two professional blogs, Mastering Film and Mastering Photo, creating content such as articles and videos.
- Wrote newsletters, press releases, blog posts, catalogs, whitepapers, video scripts, and more for conferences and other events.

EDUCATION

The New School, New York, NY — *MFA*

North Park University, Chicago, IL — *BA*