

Charli Renken

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WRITER

I am an inquisitive multimedia storyteller with over seven years of experience in feature writing, beat reporting, social media management, and breaking news. While I write on a variety of topics, my work tends to revolve around technology, business, pop culture, and marginalized voices. I am also a skilled copywriter, digital marketing specialist, and graphic designer with a passion for innovation and breaking down large topics into easily digestible content.

KEY COMPETENCIES

Feature Writing
Investigative Journalism
SEO

CMS (Wordpress)
Canva, Adobe Creative Suite
Hootsuite, Sprout Social, Buffer

Digital Marketing
Copywriting
Graphic Design

PROFESSIONAL EXPERIENCE

Contract Work

April 2020 - Present

Copywriter and Marketer

Provided communication services to small businesses including social media management, ghostwriting, copywriting, blog post writing, digital marketing, and more.

Responsibilities and Accomplishments:

- Wrote social copy and posted on Instagram and Facebook using Buffer 3-5 times a week for three different businesses under the same contract.
- Ghostwrote 1000-1500 word blog posts and marketing material for various businesses.
- Assisted with event promotion via social media marketing for small businesses in the farming industry.
- Met with clients for video call briefs and delivered blog posts within a timely manner.
- Created landing pages and website copy for small businesses.

Built In

Oct 2021 - Oct 2022

News Reporter

Served on the Breaking News team in Built In's Editorial department, covering market-specific tech business news as well as emerging trends in various tech industries including cybersecurity, foodtech, DTC, supply chain tech, and more in [D.C.](#), [San Francisco](#), [Boston](#), and other tech hubs.

Responsibilities and Accomplishments:

- Launched the organization's D.C. market coverage and built out a network of sources in the city.
- Consistently hit KPIs including writing two to three 300-500 word articles per day as well as monthly 1,000-1,500 word [feature stories](#).
- Anticipated and wrote fresh insights on emerging trends and major news events.
- Innovated ways of writing two to three [SEO-driven stories](#) a month while maintaining a news lens.
- Maintained good rapport with sources and businesses who consistently shared articles they were featured in on social media.
- Wrote 300-500 word "Weekly Refresh" series summarizing the top tech news from the previous week.

PROFESSIONAL EXPERIENCE (CONT.)

Fandom Forward

May 2018 - Oct 2021

Content Coordinator and Writer

Led a team of writers, designers, and researchers to develop "fan activism" curricula which utilized pop culture to teach activism and civic engagement to young people.

Responsibilities and Accomplishments:

- Researched and wrote 50-80 page resource guides that broke down large social justice topics into digestible content through the lens of pop culture topics.
- Developed curricula for "Wizard Activist School" online modules that guided students through complex topics with exercises and reading material.
- Kept up to date on the hottest entertainment and pop culture stories to quickly jump on trends and news stories.
- Wrote, edited, and published 500-1000 word Medium articles about social justice and equity.
- Track progress, instill deadlines, and follow up with writing and design team members on projects.

Secret Media Network (Fever)

Oct 2019 - April 2020

Secret Chicago Editor in Chief

Served as editor in chief of Secret Media Network's Chicago publication, writing three to five 500-1000 word articles daily on the most interesting things to do in the city.

Responsibilities and Accomplishments:

- Launched the company's Chicago market publication and grew its readership from zero to 86K+ with a monthly reach of 1.5-2M on social media.
- Worked closely with the company's event discovery app Fever, developing sponsored content to drive conversions for the company and partners.
- Cover pop culture and entertainment news when applicable to Chicago beat.
- Created marketing campaigns for brands and A/B test article photos and headlines for best results on Facebook and Instagram.
- Analyzed metrics from Google Analytics in addition to various other analytics tools to be sure we reached the widest possible audience across social media and web search platforms.

Jackalope Magazine

Jan 2015 - Dec 2017

Associate Editor

Wrote for college magazine and assisted with editing and mentoring fellow student writers.

Responsibilities and Accomplishments:

- Wrote weekly 1000-2000 word articles using multiple sources and reported information.
- Developed a beat covering news from and about marginalized voices in the Santa Fe community, occasionally serving as an investigative reporter.
- Edited and fact-checked other journalists' work before sending work to editor in chief.
- Edited photos and designed graphics for website as needed.

EDUCATION

Santa Fe University of Art and Design

Bachelors in Creative Writing and Literature
