



Maggie M. Johnson

As a creative writer, content creator, and travel planner, I am interested in a role that will utilize my wide variety of experience. I am passionate about connecting with people and sharing stories, and am a great asset to any team with my organization and attention to detail.

CONTACT

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[LinkedIn](#) • [Portfolio](#) • [Blog](#)
[@theartfuleveryday](#)

SKILLS

Italian C1
English Mother Tongue
Writing
Editing + Proofreading
Social Media
Project Management
Event Planning
WordPress
Sprout Social
Microsoft Suite
Canva
Organization

BLOG

The Artful Everyday is a blog about embracing the ordinary and living intentionally, through travel and everyday life. I founded the blog in 2018 and have published over 160 posts, collaborated with brands, and have over 1900 followers on Instagram, [@theartfuleveryday](#).

The Artful Everyday

EDUCATION

Bachelor of Science, Interior Design
University of Minnesota, 2018
Honors, Presidential, and Legacy Scholarships
Semester Abroad in Florence, Italy
Kent State University, 2017

EXPERIENCE

TRAVEL COORDINATOR, ITALY SPECIALIST

October 2021—Present, Remote

- Conducted video calls with clients traveling to Italy then created personalized itineraries and guides for them.
- Curated detailed travel guides for purchase on the Thatch website and app.

COPYWRITER at Recharge

December 2021—January 2024, Remote

- Wrote 2-3 blogs each week on marketing and business strategies, ecommerce, and other topics, including podcast recaps, gift guides, and SEO-focused blogs.
- Wrote and edited copy for social media, webpages, web experiences, long-form articles, blogs, one-pagers, and other copy, continually collaborating across teams on projects with various stakeholders.
- Collaborated regularly with designers on blog images and webpage design.
- Provided SEO insight while working in collaboration with an SEO contractor.
- Generated ideas for the blog and other content across the marketing team.

CONTENT WRITER at The Guerrilla Agency

February 2021—October 2021, Remote + Minneapolis, MN

- Wrote blog posts and landing pages, totaling over 2,000 words each day.
- Researched keywords for search engine optimization (SEO).
- Wrote for various clients, including real estate agents, home stagers, nonprofit fundraising platforms, law firms, and construction companies.
- Edited blogs and landing pages, providing recommendations on structure and style.

LIFESTYLE MAGAZINE WRITER at Society19

September 2020—December 2020, Remote

- Wrote five articles each week for online publication, to total over 60 posts.
- Sourced blog images, optimized for SEO, and formatted for publication.
- Pitched article topic ideas about travel, lifestyle, design, and living abroad.

FREELANCE CONTENT CREATOR at Guilded Grey Jewelry

January 2020—December 2020, Saint Paul, MN

- Created content weekly for Instagram, Pinterest, Facebook, and email newsletters.
- Wrote copy for social media and blog, and provided art direction at product shoots.

FREELANCE WRITER, MARKETING & COMMUNICATIONS at The Seminaries of Saint Paul

November 2017—January 2020, Saint Paul, MN

- Wrote spotlight articles for publication based on interviews I conducted.
- Collaborated on a website rebranding project, including WordPress website management, moving content, and organizing photo archives.
- Assisted in planning and executing major events, such as galas and anniversaries.