

JOAN KOKA

CONTENT STRATEGY | SEO | WRITING

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ACHIEVEMENTS

- Increased monthly visits to a website by 60% in less than 1 year
- Generated 100+ leads for a highly technical product by securing placements at top publications, including Tech Crunch, WSJ and CNN
- Created marketing materials that were leveraged to gain sponsorship from major organizations, including Microsoft
- Wrote and edited high-level strategic documents, including management, social responsibility and D&I reports, on behalf of top executives

EXPERIENCE

- Apr 2019 - Feb 2021** **COMMUNICATIONS MANAGER**
Medline Industries
Lead content strategy for newsroom website; launched PR campaigns that drove awareness around new healthcare solutions
- Aug 2016 - Apr 2019** **SENIOR EDITOR & TECHNICAL WRITER**
Argonne National Laboratory
Created a wide range of PR/marketing materials to advance DOE initiatives, from supercomputing to autonomous transportation
- June 2015 - July 2016** **WEB EDITOR & WRITING COACH**
Argonne National Laboratory
Managed Argonne's Educational Programs website, coached 200+ students on effective communications
- Feb 2015 - May 2015** **REPORTER**
Mail & Guardian
Published articles, including 3 long-form investigative stories, for an award-winning news outlet in South Africa
- Jan 2014 - Dec 2014** **NEWS EDITOR & RADIO PRODUCER**
Global Journalist
Coordinated half-hour radio show segments that brought together international journalists and experts in social justice

OBJECTIVE

In the 5 years I've done PR/marketing for highly technical industries, the most important thing I've learned is this: transformative technologies can only change the world if the right people know about them.

I help the companies that create these solutions make their impact on the world by crafting messages that drive awareness and prompt action from the right people.

TOP SKILLS

- Content Strategy
- Copywriting (Website, Blog, Email)
- SEO
- CMS (Wordpress, Drupal)
- Photography (Lightroom, Photoshop)
- Videography (Scripting, Editing, Production)
- Media Relations

SOCIAL MEDIA

- [linkedin.com/in/joankoka](https://www.linkedin.com/in/joankoka)
- IG: @joanxkoka

EDUCATION

MA Journalism
University of Missouri-Columbia
2013-2015

BS Biology + Double Major in English
University of British Columbia
2007-2012