

maggie decapua

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SKILLS

Creative writing, integrated marketing strategy, SEO, copy editing, content development, community management and outreach, interaction design, Adobe suite, project management and organization.

EXPERIENCE

Financial Communications Society | *Portfolio Awards Coordinator*

January 2024 - June 2024 | Remote

- Managed the submission of over 600 entries to the Financial Communications Society's Portfolio Awards, fielding user inquiries via email and video calls as needed.
- Coordinated with Judgify platform contractors, program participants, awards judges, and Financial Communications Society leadership to ensure a seamless and supportive experience throughout the entire submission, judging, and awards process.
- Compiled scoring data within Google Sheets and assisted with the development of the Awards Gala presentation by selecting samples of winning entries.

Rad Magpie | *Communications Director*

February 2019 - August 2022 | Burlington, VT

- Designed and executed communications strategies, managing interactions between the nonprofit and its variety of stakeholders.
- Developed marketing processes, from preparation to postmortem, and grew the organization's community through meaningful contact.
- Wrote, edited, and published copy for the organization's blog, social media, email communications, and website.
- Coordinated production of visual assets for all digital communications with graphic design team.
- Provided narrative design mentorship to Rad Magpie's in-house game studio and to program participants.

Ludia, Inc. | *Narrative Design Outsourcer, "Lovelink"*

January 2021 - April 2022 | Remote

- Wrote approximately 80 "episodes" of branching narrative for a text-based dating simulator.
- Developed unique, new character voices as well as maintaining tone and personality for existing characters.
- Revised all scripts promptly based on supervisor feedback and suggestions.
- Contributed to higher-level narrative design and user experience through development of story arcs and implementation of monetization.

EDUCATION

Champlain College | *Bachelor of Fine Arts Degree in Creative Media*

August 2014 - May 2018 | Burlington, VT

Specializations in Creative Writing, Game Design, and Visual Art & Design; Minor in Public Relations.

- Dean's List all eight semesters; President's List in Fall 2015, Spring 2016, Fall 2017.
- Cumulative GPA: 3.96.