

## MIONA GRAE SHORT

Brand Communications Specialist | Content Strategist | Astrophysicist on hold  
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### Key Wins

- 🏆 **Winner of L'Oréal Inclusive Beauty Fund Award** for innovation in culturally conscious product development and marketing (2024)
- 🏆 **Recipient of TikTok x Black Girl Ventures Innovation Award**, recognizing entrepreneurial excellence and creative digital engagement (2024)
- 📈 **Doubled social media engagement** & within 6 months won a HITMC “Best Social Use” award for Redox (2021)
- 🎯 **Secured \$20K+ in non-dilutive funding** through strategic pitch development, storytelling, and community engagement
- 👤 **Built relationships with and led collaborations** with journalists across New York Times, AfroTech, Essence, and Axios, as well as influencers to expand brand presence.
- 🎤 **Managed and moderated public-facing events and webinars** with industry leaders to amplify brand voice and thought leadership

### Experience

#### **Freelance Writer**

Dec 2022 – Present | Remote; Chicago, IL

- Developed design and copy for: social media, release notes, email marketing campaigns, & press pitches.
- Managed content creation calendar for filming, editing, and/or copywriting.
- Led the technical writing & project management for a consumer startup patent application.
- Translated complex technical information into clear, actionable resources for diverse audiences.
- Delivered SEO-optimized social media content to increase search visibility and improve engagement.
- Managed financial constraints in order to achieve goals within the allotted budget.
- Managed viral social media moments through audience monitoring and response.

#### **Small Business Owner**

Shukrah | Dec 2022-present | Remote; Chicago, IL

- Pitched journalists, UGC creators and influencers for collaborations.
- Built and maintained strong customer relationships through personalized communication and responsive service.
- Created strategies for customer acquisition and retention for a proprietary CPG product.
- Collaborated with team members to share best practices, improving overall operational efficiency.
- Led a team of contractors, fostering a culture of accountability and continuous improvement..
- Delivered results within budget constraints, improving operational sustainability.
- Attended trade shows with customers and built partnerships with industry colleagues.
- Used Microsoft Office Suite and Canva to organize PR and collaboration lists.

### **Startup Marketing Analyst**

Redox (Healthcare) | July 2020 – Dec 2022 | Remote; Madison, WI

- Sales Enablement: Created content and scripts for sales development representatives to simplify B2B SaaS messaging for pitches, social media interactions, and cold emails.
- Product/Content Marketing: Crafted both cross-department and top-level messaging for the launch of a strategic pivot. Created marketing collateral such as paid ads copy, email marketing copy, blogs, customer stories, and social media posts to advance both higher level and product-specific messaging.
- Social Media Management: Created social strategy and copywriting for social media pages. Managed audience interaction across a diverse ecosystem. Promoted marketing initiatives and messaging to our audience. Won an industry best award within 6 months.
- PR Management: Worked with an agency and prepared cold outreach pitches to press for media collaborations. Executed a repeatable cadence with industry contacts to align media goals. Collaborated cross-functionally on bylines, guest blogs, speeches, and media appearances. Project managed and organized industry leaders for joint webinars and public events.

### **Strategy Analyst**

Redox (Healthcare) | Nov 2019 – July 2020 | Remote; Madison, WI

- Conducted market research and data analysis to inform strategic decisions during organizational pivot.
- Developed and presented reports and presentations to communicate complex data insights effectively.

### **Digital Marketing Assistant**

Sorelle Amore | 2019 | Remote; Sydney, NSW, Australia

- Executed campaigns for a social media influencer through email, Youtube, Facebook, and Instagram.
- Grew and engaged a secondary audience for her *Advanced Selfie* offering.
- Performed customer support and troubleshooting for a diverse worldwide audience of 18-24-year-olds.

### **Research Assistant**

Harvard-Smithsonian Center for Astrophysics | 2018 – 2019 | Hybrid; Cambridge, MA

- Used Python coding language to analyze and interpret technical data from ALMA to analyze the CO structures of dwarf galaxies and giant molecular clouds (GMCs) within them.

### Education

#### **University of Wisconsin-Madison**

Bachelor of Science: Astrophysics; Spanish Literature | Minor: Gender and Women's Studies | 2018

Recipient of the *OMAI First Wave* full tuition-scholarship for Multicultural Arts (2013-2018)

### Skills

- **Technical Writing:** Knowledge base articles, user guides, blogs, tutorials, release notes, short- and long-form copy, and email marketing for technical buyers
- **Tools:** HTML, Salesforce, Python, Canva, Klayivo, Wordpress, Hubspot, Google Analytics, Asana, Basecamp, Notion, Monday, Microsoft Office Suite, CSS, SQL, AI tools
- **Content Creation and Optimization:** UX writing, SEO strategies, audience engagement, filming, editing, UGC editing, culturally-relevant copywriting, writing for niche communities
- **Communication:** Collaborative writing, cross-functional team coordination, client/stakeholder engagement, public speaking, public relations, earned media
- **Project Management:** Multi-tasking, deadline management
- **Languages:** Fluent in English and Spanish (advanced writing; proficient communication)