



PERSONAL PROFILE

A lover of words, ideas, and inspiring action. I'm an award-winning multimedia content creator with experience in digital media, documentary television, digital marketing, social media, and advertising. My work has been published and shared internationally across various print, television, and online media.

PROFESSIONAL SKILLS

- Copywriting
- Story Production
- Wordpress
- SEO & Digital Strategy
- Research
- Interviewing Subject Matter Experts
- Adobe Suite
- Digital Marketing
- Product Marketing
- Market Research
- Project Management
- Video Production
- Drone Videography
- English: Mother Language
- French: Bilingual Fluency

CONTACT INFORMATION

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LinkedIn: @mine-salkin

PERSONAL INTERESTS

Going to Live Music, Concerts, Festivals
Photography
Classical Literature
Biking
Boating
Travel
Hockey
Photography
Playing Guitar & Piano

MINÉ R. SALKIN

Writer. Digital Marketer. Storyteller.

EXPERIENCE

Senior Content Writer

Semrush, Boston MA, Sept 2021-December 2023

- Semrush is an online visibility suite used by 7 million marketers around the world. I produce a variety of marketing and communication materials such as landing pages, blogs, ebooks, ads, news articles and technical documentation.

Senior Content Marketing Specialist

BrandMinded, Tampa FL, Jan 2019- Sept 2021

- Lead content strategist driving campaigns that enhance and elevate a portfolio of national clients. With an emphasis on branding at the core, I led the digital, SEO and web teams to ensure that content of all mediums and formats serve business objectives and are on brand. I produce a variety of content formats including blogs, whitepapers, landing pages, informational videos, animations, interviews, social media content, and others depending on the industry and our clients' needs.

Senior Digital Marketing Manager

Powered Labs, Tampa FL, 2018-2019

- Leading content, brand, and story development for clients in the oil & gas, financial services, and future technologies industries. Our firm focused on developing and maintaining enterprise-level applications for their businesses.

Creative Director

Gauge Social, Tampa FL, 2014 - Present

- Director and strategic partner for a boutique experiential marketing agency delivering award-winning campaigns for Anheuser-Busch, Budweiser, Bud Light, Stella Artois, Corona Extra, the Tampa Bay Lightning, the New York Yankees, and more.

Digital Marketing Manager

Absolute Marketing Solutions, Tampa FL, 2014-2018

- Lead the digital marketing, social media, and creative departments, focusing on delivering award-winning marketing campaigns for clients.

Writer @ International

Worldwide, 2007-Present

- Freelance writer covering topics from music to technology for a number of publications worldwide including VICE, Engadget, Verizon, the Globe & Mail, SPIN Magazine, Exclaim!, the Liverpool Echo, Bido Lito! And more.

Story Researcher / Archival Researcher

Make Believe Media & Great Pacific Television, Vancouver BC 2011-2014

- Story researcher for multiple television documentary series airing on Investigation Discovery, TLC, Oprah Winfrey Network, and Animal Planet.

PROFESSIONAL AWARDS

- dotCOMM (2014-2021)
- Horizon Interactive Award (2015-2019)
- Hermes Creative Award (2016-2021)
- MarCOM Award (2017, 2018)
- Communicator Award (2017)

EDUCATION

University of British Columbia

Master's Degree in Journalism / Documentary - 2008-2010

- Graduated with a 3.8 GPA at UBC's Graduate School of Journalism, focusing on documentary and multimedia story production
- My dissertation was a short documentary, *Remixing Culture*, and it was published by the University of Copenhagen's online journal, *AudioVisual Thinking*
- Recipient of the Gwyn & Eileen Gunn Women in Journalism Scholarship

University of British Columbia

Bachelor of Arts - Double Major - English Literature & Philosophy - 2004-2008

- Graduated with a GPA of 3.80
- Recipient of the Canadian Millennial Scholarship

PROFESSIONAL ASSOCIATIONS

- Member of the AIVA
- Member of the Society of Professional Drone Journalists
- Member of the Canadian Society for Free Expression
- Juror of the International Creativity Awards
- Juror of the Davey Awards

REFERENCES

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Mine worked endlessly to provide interesting and varied characters for a stream of documentary series. She is a pleasure to work with, and I recommend her without hesitation.

LIZA KECKLER / SCREAMING FLEA PRODUCTIONS



Lenox Powell · 1st

Content Strategy | Content Marketing | Brand Communications

December 9, 2022, Lenox managed Miné directly

Miné is an exceptionally versatile, creative, and talented content creator. She has an impressive ability to effectively write a wide-variety of content types and formats, and produce consistently high-quality, imaginative, and compelling results. What's more, Miné is highly adept at creating content specifically tailored to the needs of various audiences, always showing empathy and respect for each persona. She's become a go-to writer and creative concepthor for large-scale global marketing campaigns, and can easily adjust to fast-paced environments while meeting tight deadlines. She is passionate about collaborating with her fellow creatives and content team, and other marketing and business partners, making her an invaluable asset to any team.



Ekaterina Vizovskaia · 1st

Project Manager- Semrush

December 13, 2023, Ekaterina worked with Miné but on different teams

Miné is one of the best writers I have ever worked with. Great professional with deep attention to details. The content created by Miné was always excellent and I really like her proactive position, when she proposed ideas and insights for further improvement of the content. It was a true pleasure working together, and I can say this with all the confidence, as we worked on multiple projects. As a person Miné is extremely friendly and responsible - great combination for a successful team member. Happy to meet and to work together!