

# Regina O. Mullen

CONTENT ASSOCIATE & COPYWRITER



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## Education

### CLAREMONT MCKENNA COLLEGE

Bachelor of Arts  
Literature & International Relations  
2011-2015

### FAMU - PRAGUE

Screenwriting Pupil  
Spring 2014

## Skills

SEO

Content strategy

Basic design

Social media strategy

WordPress, Weebly

MS Office, Google suite

Writing/language tutoring

Writing consulting

High school curriculum planning

## WORK EXPERIENCE

### CONTENT MARKETING ASSOCIATE

Replicon | Redwood Shores, CA | June 2017 – Present

- Conceptualize, populate, & manage Replicon's editorial calendar in correlation with target audiences/use cases
- Design strategic content campaigns while simultaneously balancing all former copywriter duties & producing/writing majority of content
- Manage team of guest/freelance writers & all social media campaigns
- Collaborate with sales & product marketing for event collateral, product launch copy, & website copy

### DEMAND GENERATION COPYWRITER

Replicon | Redwood Shores, CA | July 2016 – June 2017

- Work as sole in-house content generator – creating blog posts, eBooks, white papers, case studies, infographics, press releases, website copy, event collateral, etc.
- Coordinate with product, design, & sales teams to ensure content is relevant, effective, & producing leads
- Ghost-write for Replicon executive team on various platforms

### ENGLISH DEPT. READER & GRADER

Menlo-Atherton High School | Atherton, CA | Oct. 2015 – Present

- Work closely with M-A English teachers to decide essay topics for students & assist with the bulk of their essay grading
- Create tutoring collateral for teachers related to current curriculum

### FREELANCE WRITER

Self-employed | May 2015 – Present

- Write compelling blog posts, website copy, product descriptions, white papers (etc.) for a variety of different companies & industries

### EXECUTIVE ASSISTANT & OFFICE MANAGER

Aera Tech (formerly FusionOps) | Mountain View | Aug. 2015 – July 2016

- Managed scheduling, travel, interviews etc. for eight executives
- Single-handedly designed, organized, & implemented entire office remodel
- Managed all daily office functions, & served as interim HR & IT

## Interests

Content strategy


Creative copy

Brand

Demand generation

## Languages


English (*native*)



Spanish (*intermediate*)



Czech (*basic*)



## EXPERIENCE *CONTINUED*

### HEAD WRITING CONSULTANT

CMC Center for Writing & Public Discourse | Claremont, CA | Aug. 2012 – May 2015

- Strived to help Claremont McKenna students develop a higher level of analysis, practice a more effective writing process, & elevate their academic prose in 1:1 consultations
- Managed a team of 25 consultants, led biweekly training seminars, & facilitated new hire training
- Designed & led presentations for various national writing conferences
- Developed & led quarterly writing workshops for students

### SECTION EDITOR & WRITER

CMCForum | Claremont, CA | Sept. 2013 – May 2015

- Wrote articles for official CMC online publication (CMCForum.com)
- Managed team of opinion section writers, led weekly meetings, & generated/assigned stories to each writer

## LEADERSHIP EXPERIENCE



### STUDENT-ATHLETE

2011 – 2015

- Four-year starting outside hitter for Claremont McKenna collegiate volleyball team
- MVP in 2012 season
- Led team to two record-breaking seasons for CMS volleyball in 2013 & 2014
- Awarded All-Conference Academic Team in 2012 & 2013
- Awarded All-Tournament Team at NCAA regionals
- Balanced approximately 35 hours/week of collegiate athletics with a rigorous academic schedule for four years



### AVID GUEST TEACHER

2013 – 2015

- Created curriculum for Saturday school sessions on writing development for Pomona High School AVID program
- Served as Head Program Coordinator & led volunteer training
- Developed & implemented a Creative Writing & Photojournalism program for AVID high school seniors
- Developed & implemented a College Application & Personal Statement Writing Intensive program for AVID high school juniors