

ELYSE FRANKO-FILIPASIC



INFORMATION

E: elyse.franko@gmail.com

URL: www.elysefranko.com

CITIZENSHIP: USA

WORK PERMIT: EU Blue Card

SKILLS

PROJECT MGMT: Basecamp, Trello, Jira

WEB: Ahrefs, Drupal, Google Analytics, HootSuite, MailChimp, SEO, SquareSpace, WordPress, Yoast

EDITORIAL: Microsoft Word, Google Docs

DESIGN: Adobe Creative Suite, Canva, HTML/CSS, PHP

OTHER: Microsoft Office Suite (Access, Excel, PowerPoint, Publisher)

LANGUAGES

English (native)
German (C2)
Turkish (B2)
Croatian (B1)

EMPLOYMENT

Senior Content Manager

ResearchGate | Berlin, DE | 03/2021-Present

- Managing content production for five web properties, including three B2B channels and the Researcher Stories blog, ensuring alignment of content with brand strategy.
- Maintaining digital communication channels in line with the editorial calendar.
- Ensuring that all properties employ SEO best practices.
- Conducting interviews with researchers and writing Perspectives and Researcher Stories pieces.
- Managing content production for the ResearchGate Progress Report. This was the company's first-ever annual report, and I planned and wrote all content pieces, gathered necessary data, and produced infographics and videos.
- Managing production of eight ResearchGate videos, covering all four verticals and employer branding.

Content Manager

Feather | Berlin, DE | 02/2020-03/2021

- Leading the rebrand from Popsure to Feather (February-May 2020), helping to establish the brand voice and position Feather as a premiere insurance solution for customers in Germany and Europe.
- Managing the editorial calendar and developing a content strategy.
- Writing 1-2 blog posts each week on brand-relevant topics, and editing posts written by the CEO and other employees.
- Implementing SEO best practices.
- Managing the creation and execution of new content streams, including videos and the *Feather Health Insurance Guide*.
- Creating content for all Feather social media channels.

Freelance Web Editor, *Idealist Careers* (FREELANCE)

Idealist.org | Berlin, DE | 01/2019-Present

- Optimizing posts for web presentation using WordPress.
- Substantive editing of up to 20 articles each month on topics related to social-impact careers and nonprofits.
- Planning of content, including interviews and web series.
- Formatting and editing posts in line with SEO requirements.
- Managing a team of 15 freelance writers through each step of the editing process using Trello and Google Docs.
- Testing WordPress plugins for potential use with *Idealist Careers* posts.

EDUCATION

M.Sc., International Public Policy

*University College London (UCL)
London, UK | 09/2012–09/2013*

My studies focused on Global Public Health, with courses including Quantitative Methods, Qualitative Methods, and Health Policy Implementation. For my dissertation, I examined the roll-out of rational medicine use policy in Turkey.

B.A., Foreign Language & Communication Media

*American University
Washington, DC, USA | 08/2004–05/2008*

Courses included Cross-Cultural Communication, Business Statistics, Advanced Reporting, German Translation, and Digital Journalism.

VOLUNTEER

Hacking Health Berlin

Berlin, DE | 01/2019–Present

- Communications and outreach for the Hacking Health Berlin chapter, including social media management and planning of Hackathons

PROFESSIONAL DEVELOPMENT

Hacking Female Health Hackathon | 11/2018

- UX Design for CycleOn, a period-tracking app to support early identification of endometriosis. Hackathon sponsored by Hacking Health and Fraunhofer Venture.

Communications Specialist & Content Creator Freelance | Istanbul, TR & Berlin, DE | 04/2017–2021

In line with my previous full-time employment and education, I provided support in strategic communications, copywriting, content management, and event management, including representing client organizations at key international events; developing strategic communications plans; and managing organizational websites.

- SEE ATTACHED PROJECT LIST FOR MORE INFORMATION -

Global Communications Lead (CONTRACT) NCDFREE | Berlin, DE | 05/2018–11/2018

- Writing and ghostwriting of blog posts and op-eds.
- Representation of NCDFREE at events and workshops.
- Conception and event management for the 2018 Feast of Ideas in New York (UN General Assembly side event).
- Management of social media channels.
- Analysis of social media and campaign metrics.

Communications Specialist, *Global Nutrition Report* The International Food Policy Research Institute Washington, DC, USA | 05/2016–04/2017

- Shaped and localized key messages for the 2016 Global Nutrition Report (GNR).
- Represented the GNR at key events, including the 2016 High-Level Political Forum on SDGs and UNGA 2016.
- Disseminated messages and press releases internationally in four languages, with potential Twitter post reach totalling 18.5 million in the four days surrounding the report launch.

Communications Sr. Associate Management Sciences for Health (MSH) Arlington, VA, USA | 09/2014–05/2016

- Managed a team of freelance writers, editors, and translators.
- Wrote and edited blog posts, success stories, newsletters, and technical briefs on global health systems interventions.
- Managed all web and social media activities for the SIAPS Program.
- Implemented communications campaigns related to technical themes and key global health events.

Communications Manager Center for Disease Dynamics, Economics and Policy Washington, DC, USA | 10/2013–09/2014

- Content management for website and social media.
- Promoted CDDEP research with op-eds and press outreach.
- Monitoring of social media and web metrics. .

Writer/Sub-editor

Oxford Business Group | Istanbul, TR | 06/2010–09/2013

- Wrote web analyses on economic trends in emerging markets covering sectors such as finance, health, and ICT.
- Proofread and fact-checked reports using government and international databases and local news reports.

PROJECT LIST

- 03/2017–
06/2020 **Writer & Lead Editor, [Global Public Health Programs Report](#)** (Four reports: 2016/17, 2017/18, 2018/19, 2019/20)
The American Society for Microbiology
- 10/2018–
Present **FREELANCE PRODUCER**
BBC Capital
- 04/2017–
Present **Copy Editor, Technical Reports**
Management Sciences for Health: Medicines, Technologies and Pharmaceutical Services Program
- 01/2018–
03/2019 **Writer, [New Skills for Youth Snapshots](#)** (2017, 2018)
Advance CTE
- 10/2017–
04/2018 **Social Media and Design Consultant, CultureSummit Abu Dhabi 2018**
The Rothkopf Group
- 09/2017–
12/2017 **Copy Editor, [Prison for Survivors](#) Report**
The Women’s Refugee Commission
- 07/2017–
08/2017 **Writer and Copy Editor, [LMG End-of-Project Report](#)**
Management Sciences for Health Leadership, Management and Governance (LMG) Project