

Miriam Lea Ziven

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Dynamic and results-driven Writer and Content Strategist with over a decade of experience delivering clear, compelling, and compliant content including grant writing, technical documentation, marketing, and executive communications. Proven ability to translate complex ideas into actionable narratives and scalable programs. From grant proposals to SOP manuals, press releases to curriculum design, I craft messaging that builds engagement, secures funding, and strengthens organizational voice. Bilingual in Spanish and fluent in multiple writing styles—technical, persuasive, instructional, and creative.

Areas of Expertise

Technical Writing and Documentation
Grant Writing and Reports
Creative Copywriting (Web, Email, Print)
Curriculum and Instructional Design
Strategic Messaging
Content Strategy
SEO Writing and Blogging
Internal and External Communication

Brand Storytelling
Scriptwriting and Storyboarding
Public Relations Writing
Social Media Copy
Event Marketing Materials
Press Releases
Knowledge Base Articles

Editorial Standards (AP/Chicago)
Stakeholder-Focused Messaging
Email Campaigns and Newsletters
Onboarding and Offboarding Material
Cross-Cultural Communication
Ghostwriting
Compliance Documentation

Career Highlights

- Press Coverage through Writing – Wrote press releases for the Go Tango Program that were picked up by WDIO, increasing visibility and boosting public awareness.
- Award-Winning Grant Proposal – Authored the successful \$35,000 grant proposal for the Minnesota State Arts Board, securing full funding for the Go Tango Program.
- Email and Brochure Campaigns Yielded Full Enrollment – Wrote all email marketing, brochures, and pitch decks for Independent Logistics' experiential travel tours, generating full cohort sign-ups every year since 2022.
- Operations and Finance Writing – Revamped Phyllis Wheatley's 2019 Employee Handbook, authored finance department SOPs, wrote accreditation reports, and produced quarterly newsletters.
- Hamline University – Executed \$500,000 Grant for Minnesota Community Assembly to ensure adherence to budget, contracts, schedule, and marketing promotional mailers and rebranded grant initiatives to broaden constituent reach.
- Published Writer – Featured in Clarín (Argentina, 2013) on Dance and Fitness and in Hemmings Motor News (1998) on Cars and Mental Health.

Work Experience

Minnesota State Arts Board Education Grant | Go Tango Program | Minneapolis, MN

2/2023 – Present

Program Director

- Authored \$35,000 awarded grant proposal, final reporting, and performance metrics.
- Created curriculum content, rubrics, onboarding/offboarding materials via Typeform.
- Wrote CRM email content using Flodesk, sustaining program engagement.
- Crafted press releases in English and Spanish led to WDIO media coverage.
- Authored and compiled end-of-program reports including maps, quotes, and data.

Key Accomplishments:

- Successful Grant Implementation: Successfully managed the "Go Tango Program," achieving a 20% boost in grant utilization efficiency and a 15% improvement in program outcomes.
- Increased Engagement: Developed innovative digital and grass roots marketing campaign strategies that increased leads by 25%.
- Positive Outcomes: Contributed to a 20% rise in participant satisfaction and a 15% increase in program effectiveness.

Independent Logistics | Cultural Experiences | Minneapolis, MN

2/2022 – 2/2023

Operations Manager (Contract)

- Wrote targeted email campaigns, landing pages, and travel brochures for international cultural exchange tours.
- Developed branded pitch decks and marketing collateral to support sponsorship and participant enrollment.
- Created course descriptions and onboarding content for virtual and in-person programs.
- Wrote blog posts and SEO-optimized web content to improve search visibility and audience reach.
- Produced social media content calendars and platform-specific copy to increase brand engagement and program visibility.
- Developed and curated engaging content across social media platforms, adhering to copyright guidelines.

Key Accomplishments:

- Content Success: Increased organic engagement by 44% and website clicks by 107% on social media platforms.
- Course Popularity: Developed and marketed courses for an average of 700 clients annually.

- Business Growth: Secured new business opportunities and strengthened vendor relationships.
- Operational Efficiency: Improved team efficiency by 10% and reduced costs by 8%.
- Customer Satisfaction: Enhanced customer satisfaction by 15% and increased client retention.
- Successful Events: Successfully managed and executed international events for various organizations.

Phyllis Wheatley Community Center | Minneapolis, MN
Operations Manager

6/2018 – 2/2023

- Organizational Efficiency: Pioneered SOP finance manuals, adapted the Employee Handbook and onboarding materials, and achieved NAEYC Accreditation in record time.
- Project Management: **Produced quarterly newsletters to inform stakeholders, increase transparency, and support development efforts.**

Key Accomplishments:

- Financial Results: Reduced billing errors by 15%, increased on-time payments by 20%, decreased audit findings and penalties by 30%, and reduced renovation costs by 10%.
- Organizational Improvement: Improved process adherence by 25%, reduced training time by 40%, achieved 100% compliance with labor laws, and increased stakeholder satisfaction by 25%.
- Communication and Collaboration: Improved internal communication efficiency by 25% and increased stakeholder satisfaction by 15%.

Hamline University | Minneapolis, MN
Program Manager

2/2017 – 5/2018

- Developed and Managed complex marketing projects with a budget from a \$500,000 grant.
- Ensured grants events and projects adhered to strict timelines, budgets, and scopes.
- Provided strategic guidance and decision-making support to marketing teams.
- Oversaw all aspects of grant implementation, including budget allocation, reporting, and compliance.
- Conducted in-depth confidential data analysis of sensitive information to identify and attract qualified grant attendees.

Key Accomplishments:

- Exceeded Project Goals: Delivered 4 assemblies, surpassing the initial projection of 2.
- **Improved efficiency:** Reduced project costs by 25% and shortened project timelines by 20%.
- **Enhanced Community Engagement:** Increased online engagement metrics by 40% and community membership by 20% within 6 months.
- Improved Vendor Performance: Enhanced vendor performance ratings by 50%.
- Attracted Qualified Attendees: Utilized data analysis to secure 120 qualified attendees for grant events.

Education

Graduate Training – Curriculum and Instruction in Art Education, Indiana University, Bloomington, Indiana

B.A. Interdisciplinary, Fine Art – Music – Columbia College Chicago, Chicago, Illinois

Art Ed. Certification (Initial Practitioner in Visual Arts) – Indiana University, Bloomington, Indiana

Technical Skills

Writing Tools: Flodesk, Submittable, Typeform, Mailchimp, WordPress, Figma, Adobe Creative Suite, ClickUp, Microsoft Office, Google Workspace, Basecamp, Slack, Teams, Audio Video Editing, social media (Facebook, Instagram, Twitter (X), YouTube), Windows and iOS, Graphic Design | Davinci Resolve

Technical Writing: SOPs and Manuals, Onboarding Materials, Compliance Docs, Grant Reports, Knowledge Base Articles

Creative Writing: Copywriting (Web, Social, Email), Blogging, SEO Writing, Scriptwriting and Storyboarding, Brand Storytelling, Ghostwriting

Style Guides: AP Stylebook, Chicago Manual of Style