LinkedIn

Dina Paulson

Writer and Content Marketer
dinaspaulson@gmail.com / 646.238.1632

Dina blends artistic expression with strategic communication, creating engaging narratives through content marketing that resonate across sectors.

Education

Professional Certificate in Digital Marketing, Northwestern University
M.A., Columbia University
Certificate of Completion for Summer Writing Program, Naropa University
B.A., William Smith College

Professional Experience & Selected Projects

Content Creation & Digital Storytelling:

- Crafted content strategies and wrote for Powercore Pilates, LALDEF, and, at Share My Meals, a press release featured in two publications
- Led multimedia projects for Comcast NBCUniversal and the "Good Girls" (NBC) campaign, boosting audience engagement

Writing & Editing:

- Created diverse content, including poetry and features, for blogs walk the line and kitchen and legs, and for Collider
- Edited for Flash Fiction Magazine and Compose, elevating narrative quality and literary impact

Communications & Health Advocacy:

- Wrote blog articles for FemmePharma and Women's Healthcare of Princeton, translating clinical topics into accessible narratives
- Developed Bright Horizons Family Solutions' first Pride Campaign and marketing strategy for Chatbot Summit Berlin, innovating communications across sectors

Media Engagement & Public Speaking:

- Led Princeton University interviews and contributed to the Essential Exhibition documentary
- Host of "Talks: what story makes you?" podcast and spoke at Renew Theaters, fusing video production with engaging public interactions