



DEIDRE GRIEVES

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SUMMARY

An editor, digital marketer, and content strategist with over a decade of experience in lifestyle, e-commerce, local news, and business-to-business publications.

EXPERIENCE

Director of Content / Great Pet Care, A Covetrus Solution - Philadelphia, PA

11/2019 - Present

As the director of content for GreatPetCare.com — a holistic pet health platform owned by Covetrus — I am responsible for building and executing the content strategy for the website and its related offerings for both veterinarians and consumer pet parents. I was involved in the development of the website from inception, working at the ground level with designers, developers, and our marketing team to launch and grow the digital property into a successful brand that was acquired by Covetrus in 2021. In addition to overseeing our overall editorial strategy, I work on social, email, and marketing projects, and assist in the sales and execution of media packages for clients including Elanco, Purina, CareCredit, Just Food For Dogs, and more.

Key wins in this role include:

- Grew Great Pet Care from scratch into a property with over 1 million monthly page views.
- Leveraged Great Pet Care content into larger Covetrus company-wide initiatives including enterprise media deals with major pet brands and online pharmacy sales for veterinary clients.
- Built product-focused affiliate content that brings in over \$30,000 each month through commissions and paid partnerships.
- Secured backlinks and press coverage for our experts in major publications including Martha Stewart, Bustle, Healthline, Smartsheet, and Family Handyman.

Digital Media and Content Director / 15 Minutes Inc. - Conshohocken, PA

03/2019 - 11/2019

As the digital media and content director for this boutique advertising agency, I was responsible for the content, social media, and PR initiatives of numerous clients including Calico, Dining Out For Life, and The Alliance for Watershed Education. In addition, I assisted with event planning and press outreach related to Subaru of America's sponsorship of Dining Out For Life and Diana Nyad's Everwalk initiative.

Key wins in this role include:

- Played an important role in the execution of Dining Out For Life events in San Francisco and New Orleans and handled on-site social media management for both events with celebrity guests Pam Grier and Mondo Guerra.
- Secured media coverage of Everwalk's summer Liberty Walk in Philadelphia Magazine.

Senior Content Strategist + Marketing Ops Manager / Muhlenhaupt + Company - Philadelphia, PA

03/2018 - 03/2019

As the senior content strategist and marketing operations manager at Muhlenhaupt + Company, I was responsible for overseeing a team of talented content strategists, writers, and project managers and working with company leadership to develop important operational processes and strategies. I oversaw content strategy and execution for a variety of B2B and consumer-facing clients, deployed dynamic copywriting on brand-building and website projects, and assisted with agency business development initiatives.

Key wins in this role include:

- Successfully organized and oversaw the content creation efforts of a major SEO overhaul project for an addiction treatment organization, delivering high-margin profit for our company and results for our client.
- Took on the account management role of two legacy clients including Joe De Sena, the CEO of Spartan Races, and Access Information Management, a global records management company.
- Implemented and trained our internal team on Accelo, a powerful project management tool.

Senior Producer & Content Strategist / Pet360 Media (PetSmart) - Plymouth Meeting, PA

01/2016 - 02/2018

I oversaw the content strategy and production for both petMD.com and PawCulture.com. I managed a team of three editors, one staff writer, and over 80 freelance content creators. I led the editorial and video planning for both sites, managed content budgets, set up workflows, and collaborated directly with third-party vendors on SEO strategy and video production efforts. In addition, I wrote, edited, and published content, and I worked closely with our marketing department to ensure the traffic and social growth of our media properties.

Key wins in this role include:

- Successfully oversaw the launch of PawCulture.com. I worked with designers and our technology team to lead the brand development and content direction from start to finish. The site quickly grew to receive over 3 million monthly visitors.
- Achieved consistent 15% year-over-year organic traffic growth on petMD.com.
- Helped to take petMD from 5.7 million monthly unique users in 2015 to 7.8 million monthly unique users in 2017.
- Assisted in the creation of high-dollar sales campaigns including one sold to Purina for \$1 million.
- Developed and grew our video strategy from scratch. Our monthly views went from 250,000 in 2015 to over 1.2 million in 2017.

Lifestyle Editor / Pet360 Media (PetSmart) - Plymouth Meeting, PA

03/2014 - 01/2016

As the lifestyle editor for Pet360.com, I oversaw the lifestyle content on the former e-commerce property. This included managing a team of over 20 freelance writers, planning the Pet360 content calendar, taking pitches and assigning stories, and writing feature stories and daily news stories. In addition, I supported the merchandise teams with special marketing and commerce-focused campaigns by providing content and brainstorming ideas.

Key wins in this role include:

- Growing traffic to the lifestyle content on Pet360 by 125% year-over-year.
- Curating content for paid marketing partnerships with Yahoo! Shine, SheKnows, and Free Kibble.
- Successfully managing a paid marketing budget of over \$60,000 per month while our digital marketing manager was on maternity leave. This included buying traffic through Facebook and other marketing partners such as Outbrain and Taboola.

Online Editor, Lodging Magazine / McNeill Media Group - Yardley, PA

04/2012 - 04/2014

At Lodging Magazine, the official publication of the American Hotel and Lodging Association, I managed the day-to-day content creation for LodgingMagazine.com. I wrote feature web stories, developed new content ideas and features, organized and sent out weekly newsletters, managed the brand's social media accounts, contributed content to the print magazine, and attended industry trade shows.

Key wins in this role include:

- Overseeing the redesign of LodgingMagazine.com.
- Growing traffic from 6,000 monthly unique visitors to over 19,000 monthly unique visitors without any paid marketing support.

Web Content Editor / PhillyBurbs.com (Calkins Media) - Levittown, PA

09/2007 - 04/2012

In my role with PhillyBurbs.com, I updated, maintained, and wrote daily content in sections relating to home décor, women's lifestyle, pets and books, and wrote local interest articles featuring area businesses. I also updated and monitored our social media efforts and assisted with building out special sections relating to special seasonal content.

Key wins in this role include:

- Developing and launching a successful book blog, where I was able to attract interviews with top writing talent including Francine Prose, Marisa de los Santos, and poet Jorie Graham.

Freelance Contributor / Various Publications

Throughout my career, I've contributed articles to a wide variety of print and online publications including:

- Men's Health (website)
- Chewy.com
- Petco
- LuckyVitamin.com
- PetCoach
- Vetpreneur Magazine
- Family Business Magazine
- Philly.com
- The Philadelphia City Paper
- AOL's City's Best

SKILLS

- HTML
- Content Management Systems
- Adobe Photoshop
- Google Analytics
- Social Media
- Paid Marketing
- Video Management Platforms
- Project Management Software
- Microsoft Office

EDUCATION AND TRAINING

Chestnut Hill College - Philadelphia, PA

2007

Bachelor of Arts: English and Communications

- Graduated Summa Cum Laude
- Dean's List 2003 - 2007
- Presidential Medal for Academic Achievement, May 2007
- Awarded academic scholarships 2003-2007