

# MERRITT WHITLEY

Content Manager & Creative Copywriter

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## WORK EXPERIENCE

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### EDITOR (CONTENT TEAM)

July 2023 – Present

A Place for Mom

- Collaborates with writers to improve content through editing and fact-checking.
- Crafts unique and strategic destination page scripts to increase engagement on YouTube.
- Contributes to article optimizations by adding or evaluating backlinks, meta descriptions, and title tags.
- Publishes videos on APFM's national YouTube account, adhering to the company's best practices.

### CREATIVE COPYWRITER (CREATIVE TEAM)

April 2021 – July 2023

A Place for Mom

- Devised new design concepts that improved image rankings on Google, increasing organic traffic.
- Crafted concise and compelling copy for infographics and alt text, enhancing user comprehension.
- Authored video scripts and supported videography planning, resulting in engaging multimedia content.
- Managed and planned content for AgingCare's Facebook and Twitter, growing social media engagement.

### WRITER & COPY EDITOR (CONTENT TEAM)

February 2020 – April 2021

A Place for Mom

- Authored six of the top 50 lead-generating articles on the website, driving valuable leads and conversions.
- Produced 675+ tailored community descriptions for key client Brookdale Senior Living, enhancing client satisfaction.
- Ensured content optimization through best SEO practices and keyword integration improving search rankings.
- Built and nurtured relationships with sources, facilitating insightful interviews that enriched content quality.
- Refined site copy and internal brand materials, maintaining a consistent and professional brand image.

### MARKETING AND COMMUNICATIONS MANAGER

January 2016 – February 2020

Sertoma Inc., Hearing Charities of America, National Hearing Aid Project

- Planned social media content across Twitter, Facebook, and LinkedIn for three organizations, expanding online presence.
- Directed a communications team of over 30 volunteers, ensuring efficient collaboration and project delivery.
- Led monthly publication meetings and delegated article assignments, ensuring timely and high-quality content.
- Developed diverse copy for blog articles, national magazines, and e-newsletters, reaching members nationwide.
- Conducted interviews and wrote empathetic stories featuring clubs, scholarship recipients, and hearing aid beneficiaries.

### FREELANCE FEATURES WRITER

June 2012 – December 2015

Kansas City Homes and Style/Mission Hills Arts & Fashion

- Scheduled interviews for feature articles and delivered well-researched content.
- Managed content editing processes to ensure accurate and impeccable quality.
- Attended and covered local events, as needed for articles.

### CUSTOMER COACH AND CREATIVE MARKETING ASSISTANT

January 2014 – September 2014

Pro Athlete, Inc.

- Resolved customer inquiries, provided product recommendations, and addressed concerns.
- Researched new products, wrote unique descriptions, and published them to the website.
- Efficiently monitored the product database, including tracking and adding new inventory.

## EDUCATION

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Bachelor's degree in Journalism | Eastern Illinois University | Charleston, Illinois | Minors: Public Relations & Advertising

## SKILLS

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- ✦ Copywriting
- ✦ Brand Relations
- ✦ Social Media Management
- ✦ Project Management
- ✦ Creative Strategy
- ✦ Script Writing
- ✦ Video Planning
- ✦ Digital Marketing
- ✦ Editing
- ✦ SEO Optimization
- ✦ Storytelling
- ✦ Copy Editing

## PROGRAMS

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- ✦ Optimizely CMP
  - ✦ Blackbaud NetCommunity
  - ✦ Slack
  - ✦ Strappi
  - ✦ Monday
  - ✦ Smartsheet
  - ✦ Asana
  - ✦ Conductor
  - ✦ Divvy
  - ✦ Buffer
  - ✦ Canva
  - ✦ WordPress
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