

# Merritt Whitley, B.A.

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## WORK EXPERIENCES

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### COPYWRITER

May 2024 – Present

Love & Company (*Remote*)

- Plans and writes social media posts, print and digital ads, and event invitations for clients
- Writes company blog posts and employee bios in alignment with the company style guide
- Edits and updates landing pages, e-newsletters, and marketing materials for clients
- Analyzes and selects keywords for content based on intent and search volume using Semrush

### EDITOR (CONTENT TEAM)

July 2023 – May 2024

A Place for Mom (*Remote*)

- Edited short- and long-form senior living content for grammar, tone, and factual accuracy
- Ensured all articles aligned with content strategy briefs and included best SEO practices
- Increased traffic to digital guides by adding backlinks, meta descriptions, and title tags in Adobe Acrobat
- Published YouTube videos and edited video descriptions to increase brand awareness

### CREATIVE COPYWRITER (CREATIVE TEAM)

April 2021 – July 2023

A Place for Mom (*Remote*)

- Planned infographics and images with graphic designers and wrote image alt text for SEO
- Conducted research and wrote informative video scripts and copy for video projects
- Scouted for and contacted experts for video shoots and supported on-site videography shoots
- Managed daily content for AgingCare's Facebook and X (Twitter) pages and increased engagement

### WRITER & COPY EDITOR (CONTENT TEAM)

February 2020 – April 2021

A Place for Mom (*Remote*)

- Authored 6 of the top 50 lead-generating articles, which led to hundreds of leads and increased website traffic
- Produced 675+ tailored community descriptions for the company's largest client: Brookdale Senior Living
- Optimized digital content by conducting keyword research to improve article search rankings
- Developed and maintained relationships with various experts through interviews and networking opportunities
- Reviewed and monitored internal site copy and brand materials to ensure accuracy, tone, and grammar

### MARKETING & COMMUNICATIONS MANAGER

January 2016 – February 2020

Sertoma Inc., Hearing Charities of America, National Hearing Aid Project (*Kansas City, MO*)

- Planned and wrote content across Twitter, Facebook, and LinkedIn for 3 national organizations
- Managed a team of 30+ communication volunteers throughout the U.S. and Canada
- Led monthly publication meetings and assigned content to team members for digital and print publications
- Wrote content for websites, national magazines, and press releases to reach internal and external stakeholders
- Managed and distributed monthly e-newsletters for Sertoma and the National Hearing Aid Project
- Interviewed, drafted, and published stories about clubs, scholarship recipients, and hearing aid beneficiaries

### FEATURES WRITER

June 2012 – December 2015

Kansas City Homes and Style/Mission Hills Arts & Fashion (*Remote*)

- Researched article topics and coordinated interviews with business owners and experts
- Wrote feature articles, managed content editing processes, and met article deadlines
- Attended local events and conducted in-person research and interviews

## **CUSTOMER COACH & CREATIVE MARKETING ASSISTANT**

January 2014 – September 2014

Pro Athlete, Inc. (*Kansas City, MO*)

- Researched new bat and glove products and wrote custom product descriptions
- Published product descriptions directly to the website to educate customers
- Answered customer questions via phone, email, and placed product orders
- Monitored the product database and organized new inventory, as needed

## **E D U C A T I O N**

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### **BACHELOR OF ARTS IN JOURNALISM**

Eastern Illinois University (*Charleston, IL*)

Minors: Public Relations & Advertising

## **S K I L L S**

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- Copywriting
- Creative strategy
- Editing
- Keyword strategy
- Script writing
- SEO optimization
- Social media management
- Video planning
- Storytelling
- Project management
- Digital marketing
- Copy editing
- Verbal and written communication
- SEO analytics
- Public relations
- Advertisements

## **T E C H N I C A L S K I L L S**

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- Microsoft Office
- Google Suite
- Optimizely CMP
- Monday
- Divvy
- NetCommunity
- Smartsheet
- Buffer
- Slack
- Asana
- Canva
- Strappi
- Conductor
- Adobe Acrobat
- Semrush
- WordPress
- Workamajig
- SharePoint