

# Merritt Whitley, B.A.

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## WORK EXPERIENCES

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### **COPYWRITER**

May 2024 – Present

Love & Company (*Remote*)

- Draft and write social media posts, print and digital ads, and event headlines for clients
- Plan and write company blog posts and employee bios in alignment with the brand style guide
- Edit and update landing pages, e-newsletters, and marketing materials for clients
- Analyze and select optimal keywords for blog posts based on analytics using SEMrush

### **EDITOR (CONTENT TEAM)**

July 2023 – May 2024

A Place for Mom (*Remote*)

- Edited short- and long-form articles for grammar, tone, and factual accuracy
- Ensured content aligned with the brand's mission, content strategy briefs, and optimal SEO practices
- Enhanced online guides and edited 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 and executed infographic design concepts and wrote image alt text for SEO to increase digital traffic
- Conducted research to draft informative video scripts and copy for video projects regarding senior living
- Scouted for and contacted experts for video shoots and supported on-site videography shoots
- Spearheaded daily content for AgingCare's Facebook and X (Twitter) pages to increase engagement

### **WRITER & COPY EDITOR (CONTENT TEAM)**

February 2020 – April 2021

A Place for Mom (*Remote*)

- Authored 6 of the top 50 lead-generating articles, resulting in 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 utilizing SEO practices 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 executed social media content across Twitter, Facebook, and LinkedIn for 3 organizations
- Managed 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 (*Kansas City, MO*)

- Researched topics and coordinated interviews with business owners and experts
- Managed content editing processes and met article deadlines
- Attended local events to increase community awareness and outreach

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

January 2014 – September 2014

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

- Researched products, wrote custom descriptions, and published them to the website
- Addressed customers' questions and concerns, shared product knowledge, and placed orders
- Monitored the product database and added new equipment 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 in 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
- Website 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