

MERRITT WHITLEY, B.A.

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WORK EXPERIENCES

MARKETING & CONTENT COPYWRITER

May 2024 – Present

Love & Company (*Remote*)

- Writes social media posts, websites, magazines, digital and native ads, and direct mail pieces
- Contributes to SEO strategy and optimizes landing pages to drive traffic and improve conversion rates
- Crafts unique copy and headlines for brochures, e-newsletters, and other marketing materials
- Writes company blog posts and employee bios in alignment with the company style guide
- Conducts keyword research for blogs using Semrush and evaluates search intent and volume

EDITOR (CONTENT TEAM)

July 2023 – May 2024

A Place for Mom (*Remote*)

- Edited short- and long-form 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 videos using YouTube 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

FREELANCE 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
- Uploaded and published new product descriptions to the website for customers
- Answered customer questions via phone, email, and placed orders for products
- Monitored the product database and helped organize equipment data, as needed

E D U C A T I O N

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

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

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