



# MEREDITH MORGENSTERN

(formerly Meredith Lopez)

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## OBJECTIVE

A long-term **marketing content** career where I can add value through **writing** and **brand storytelling**.

## PROFESSIONAL SUMMARY

Experienced and passionate writer providing copy and content for all your marketing needs. I've been writing high-quality copy and content for three years. My work includes thorough research, fact-checking, and editing to ensure the best marketing content. SEO best practices keep my writing human enough for audiences, but strong enough for search engines.

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## EXPERIENCE

### Content Writer

Kantner Foundation (August 2020-Present)

- Promoted from rewriting existing content to managing content journey from ideation to editing
- Promoted to guidebook writer
- Brought in a record number of scholarship applicants through targeted content
- Amplified the Kantner brand through copy and content

### Fiction Editor

Tales to Terrify Podcast (May 2019-Present)

- Promoted from slush reader to fiction editor, including managing a team of slush readers
- Creator and producer of yearly writing contests to promote submissions and podcast subscribers
- Creator and manager of podcast's Discord server to bring in more revenue via Patreon
- Offer feedback on timetables and themes to improve listenership

### Freelance Writer, Copy and Content

(November 2018-Present)

- Optimized podcast listenership with engaging show notes and bullet points

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- Created easy-to-navigate lists of children's crafts by theme for parents and teachers
  - Directed, produced, and managed social media posts for a grassroots political organization, resulting in a record number of memberships across the country, as well as partnerships with similar organizations
  - Fact-checked product reviews to maintain accuracy and appropriate style
  - Created educational content for children's science website that helps them understand complex STEAM topics
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## EDUCATION

B.A. in English/Liberal Arts, New York University

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## CERTIFICATIONS

Digital Marketing, eCornell  
Marketing Analytics, eCornell  
Marketing Strategies, eCornell

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## SKILLS

Optimizing content and copy  
Copy and content editing  
Google Suite  
Word Suite  
Proofreading  
Research  
SEO best practices  
Verbal communication  
Written communication