

# PATRICIA ANN MEYER

Creative & Content Director | Digital Marketing Strategist | Book Publicist | Author  
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[Portfolio](#) | [LinkedIn](#)

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## PROFESSIONAL SUMMARY

Seasoned creative and content leader with a proven track record across digital marketing, brand development, ecommerce creative direction, content strategy, book publicity, and journalism. Journalism degree from UT Austin. Builds brands from the ground up — logo, voice, aesthetic, photography, video, and web — for consumer product, technology, and publishing clients. Deep expertise in SEO content strategy, long-form editorial, Amazon A+ content, thought leadership, and AI-driven marketing. Forthcoming memoir author (Unsolicited Press, Nov. 2026). 15+ years fully remote.

**Portfolio:** [patricia-meyer.journoportfolio.com](http://patricia-meyer.journoportfolio.com) (Amazon Brand Creative | AI Work | Digital Content Marketing | Publicity)

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## KEY SKILLS

Content Strategy • Brand Development • Creative Direction • SEO & Organic Growth • Amazon A+ Content • eCommerce Marketing • Product Photography Direction • Product Video Production • Book Publicity • Podcast Production • Thought Leadership • Long-Form Editorial • Copywriting • Ghostwriting • Digital Marketing • Social Media Strategy • Email Marketing • Product Sourcing • Jungle Scout • Alibaba Sourcing • AI Prompt Engineering • ChatGPT • Claude (Anthropic) • LLM Content Optimization • Investor Decks • WordPress • HubSpot • Sitecore CMS • Google Analytics • SEMRush • Moz • Google AdWords • Hootsuite • Sprout Social • Atlassian / Jira • Memoir Writing • Adoption Advocacy • Public Speaking • Remote Work

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## PROFESSIONAL EXPERIENCE

### Current & Ongoing Roles

**Author, Freelance Book Publicist & Digital Marketer** | *Freelance* (Mar. 2025 – Present)

- Building websites and brands for authors; creating compelling A+ content for Amazon eCommerce clients.
- Coaching aspiring memoir writers and engaging audiences as a public speaker and adoption advocate.
- Promoting own forthcoming memoir WONDERLAND: Memoir of a Black Market Baby (Unsolicited Press, Nov. 3, 2026).

**Fractional Director of Brand & Digital Experience** | *PhotoOp AI* | *AIRights Agency* (2026 – Present)

- Directed full brand identity for PhotoOp AI — an AI-powered, no-typing camera interface — including logo, visual aesthetic, voice, and UI design guidance; developed investor pitch deck and fundraising marketing materials.
- Built brand identity, website content, and UX for AIRights.agency, a literary rights agency helping authors and publishers navigate and monetize AI training rights.
- Performed prompt engineering, AI model training, and quality testing for PhotoOp AI's conversational interface.

**Book Publicist, Thought Leadership Director & Web Content Manager** | *Byron Reese* ([ByronReese.com](http://ByronReese.com)) (2006 – Present)

- Long-standing private engagement as sole publicist and digital marketing director for futurist author, speaker, and entrepreneur Byron Reese — role has run concurrently alongside all other positions since 2006.
- Launched and publicized 5 books including The Fourth Age, which sold 500,000 copies and was translated into 13 languages; developed all book launch campaigns, press kits, speaker kits, and pitch decks.

- Secured 70+ speaking engagements at major conferences and 50+ media placements including Huffington Post, Ms. Magazine, TEDx, SXSW, and major podcasts.
- Write, edit, and manage all content on ByronReese.com; direct his social media strategy and grow his platform across channels.
- Produced Byron Reese's Voices in AI podcast — 119 episodes (2017–2021), rated 4.5 stars on Apple Podcasts — including guest outreach, scheduling, promotional content, and social media amplification for each episode.
- Produced SEO-driven content achieving 212% site traffic growth, 763% organic search growth, and 2,300% referral traffic growth.

#### **Founder & Owner** | *YAY DNA Genetic Greeting Cards (Amazon)* (2025 – Present)

- Founded and operate YAY DNA Genetic Greeting Cards, a unique Amazon-based greeting card brand celebrating DNA discoveries, genetic genealogy, and adoption reunions.
- Responsible for full brand creation, product development, Amazon storefront, listing copy, A+ content, and ongoing marketing strategy.

#### **Prior Experience**

#### **Creative / Content Director, eCommerce Brand & Product Marketing** | *JJ Kent (acquired by LoveToKnow Media)* (Jan 2020 – Mar 2026)

- Directed Amazon brand ideation, creative strategy, voice, and product listing copy for 8 JJ Kent brands: CastleDoor, Houseify, Geekify, Outdoor Hero, Funderstood, Kardinal Fashions, Green Things, and Living247.
- Ideated and built each brand from the ground up — logo, visual aesthetic, voice, product photography direction, and videography — across 8 brands and 20+ products; led full creative production of Amazon A+ Content (copy, photography, and video) for every product.
- Directed product packaging, documentation, and all marketing initiatives associated with JJ Kent Amazon marketplaces.
- Brands were developed to prove the validity of the AI-driven ecommerce intelligence platform delivered by Scissortail.ai.

#### **Creative Director, Digital Marketing & Sales** | *Scissortail.ai* (Sep 2021 – Jun 2022)

- Produced sales content and tools — email campaigns, case studies, decks, graphics, landing pages, and messaging — to support Scissortail.ai's sales strategy and investor funding rounds.
- Managed daily development of investor decks, case studies, and digital content; reported directly to the CEO.

#### **Sr. Manager, Content R&D & Thought Leadership** | *GigaOm* (Apr 2019 – Apr 2020)

- Worked closely with GigaOm CEO Byron Reese to ideate, research, develop, test, and manage new content products, marketing strategies, sales tools, and production processes.
- Managed freelancers supporting special content projects; coordinated across sales, content, production, design, web development, and PR.
- Directed CEO thought leadership — securing media interviews, speaking opportunities, and social coverage of publications and activities.
- Ideated, branded, and drove content strategy, production, and promotion for new GigaOm content types including the GigaBrief series.

#### **Sr. Marketing Manager** | *GigaOm* (Jun 2018 – Apr 2019)

- Led content strategy and social media management for this technology research and digital media publisher.
- Drove marketing and social media initiatives helping business leaders understand implications of emerging technologies; supported GigaOm.com, the Voices in AI podcast, and ByronReese.com.
- Supported thought leadership, brand awareness, sales initiatives, and special events.

#### **Digital Media & Marketing Manager / Lead Writer** | *Simple [A]* (Oct 2013 – May 2018)

- Using Sitecore CMS, Atlassian, Jira, and Trello, drove content strategy, content marketing, and social media for this intelligent content agency.
- Wrote and edited 90% of resource content on intelligent content, digital maturity, content strategy, and content engineering.

- Managed editorial cycle including internal and freelance writers; produced web content, email, visual content, articles, and long- and short-form sales tools.
- Supported agency partner and client success through content strategy, marketing analysis, Google AdWords, and integrated PPC campaigns.

#### **Multiple Roles — R&D, Content Innovation & Data Analysis** | *Demand Media* (Dec 2007 – Oct 2013)

- R&D Innovation Creative Lead / Writer / Researcher (Oct 2010–Oct 2013): Drove new product concepts and content strategies for this leading digital media company; ideated emerging tech trends; secured CIO speaking engagements at TEDx, SXSW, and PICNIC; supported content reaching 25M monthly unique users.
- Research & Development — Data Analyst (Dec 2008–Oct 2013): Developed titling and content delivery methodology; analyzed hundreds of thousands of titles to build grammatical and structural rules for Demand's proprietary algorithm; team formatted 1M+ titles in under two months; worked with developers to build title analysis tools and rules engines; content distributed to eHow.com, Livestrong.com, USAToday.com, NationalGeographic.com, and others.
- Copy Chief, Video Production (May 2008–Dec 2008): Developed and supervised video copy creation guidelines; maintained style guide; managed QA and metadata review for 10,000 production videos per month.
- Taxonomy & Titling Project Manager (Dec 2007–May 2008): Led a team of four in content taxonomy research and content creation strategy.

#### **Senior Writer & Content/Document Manager** | *ERCOT (via Ciber Consulting)* (2006 – 2007)

- Managed web content development and document management for ERCOT's Texas Nodal Market Implementation program, supporting Texas's transition to a nodal energy market.
- Gathered content from 12 project teams; published website content, articles, bios, and a bi-weekly newsletter; maintained style guidelines and information architecture for stakeholders and state legislature.

#### **Senior Editor & PR Manager** | *HappyNews.com* (Jul 2005 – May 2006)

- Served as editor-in-chief of international positive news website; guided editorial strategies growing the site to 1 million page views within three months of launch.
- Supervised staff of two; managed 200 international freelance citizen journalists; published 500 AP articles, 100 staff stories, and 30 citizen-written pieces monthly; managed partnerships and PR worldwide.
- Site named a FoxNews good news story of 2006; HappyNews AP story ranked as CNN's most shared story of the day.

#### **Senior Writer — Corporate Communications, Field Operations** | *Blockbuster* (Nov 2004 – Jul 2005)

- Produced bi-weekly 200-page Marketing Action Plan for 8,000 corporate stores; wrote speeches for VP-level managers; ensured compliance and standardization across 5,000+ retail outlets.

#### **Creative Writer & Website Content Director** | *Schlotzsky's Inc.* (Oct 2003 – Jun 2004)

- Managed, created, and edited content for three corporate websites; served as creative content lead on print and web marketing campaigns; wrote and revised franchise sales materials and the operations manual.

#### **Editor / Publishing Educator / PR** | *Writers' League of Texas* (Jun 2003 – Mar 2004)

- Assisted with public relations, website content development, and marketing; educated members on literary topics and the publishing process.

#### **Consultant — Customer Reference Manager** | *Vignette Corp.* (Feb 2002 – Jun 2003)

- Published 200+ internal sales materials, win reports, and website content; created and managed a sales portal for internal knowledge-share documents and ROI metrics.

#### **Reference Material Program Manager** | *Vignette Corp.* (Sep 2000 – Oct 2001)

- Developed the Reference Material Program producing 200+ case studies and internal documents; tripled annual production of reference deliverables; led a global Freelance Writers' Workshop for brand consistency.

#### **Web Content Producer** | *Compaq Corp.* (Apr 2000 – Sep 2000)

- Produced, negotiated, and managed original and third-party web content; developed content strategy aligned to audience requirements; assisted in usability analysis.

#### **Marketing Communications & Advertising Manager** | *Ringdale Inc.* (Jun 1999 – Apr 2000)

- Served as copywriter, graphic designer, ad/brand manager, website content producer, and media relations manager for US division; co-led global marketing communications strategy with UK team.

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## **Senior Editor & PR Director** | *Texas Highway Patrol Association & Museum* (Feb 1996 – Jun 1999)

- Edited and directed PR for the association's quarterly magazine and newsletter; managed freelance writers, designers, and print vendors; led fundraising events and educational programs; performed on-camera interviews and public speaking.

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## **AUTHOR & COMMUNITY SPEAKING**

### **Author — Forthcoming Memoir** | *WONDERLAND: Memoir of a Black Market Baby* | *Unsolicited Press*(Nov. 3, 2026)

- Memoir about reuniting with both birth parents after 40 years as a black-market adoptee; publishing November 3, 2026 (Unsolicited Press). Board member of NAAP and Concerned United Birth Parents.
- Literary awards: Finalist C&R Press Nonfiction Award; Shortlist Bakwin Unpublished Prose Award; Finalist UNO Press Novel Contest; Shortlist The Letter Review 2025; Runner-up Magpie Zine Clark Closser Memorial Contest.

### **Speaker, Freelance Writer & Adoption Consultant** | *National Adoption Advocacy Conferences* (2020 – Present)

- Speaks at national adoption and memoir writing events including NAAP (National Association of Adoptees and Parents), Untangling Our Roots, and Adoption Knowledge Affiliates
- Provides post-reunion guidance and consulting to adoptees; translates psychological and emotional topics into accessible, supportive content.
- National Association of Adoptees and Parents Board Member
- Leader of the Constellation Writers Group for Concerned United Birth Parents
- Media: Al Jazeera's The Stream, Ms. Magazine, Severance Magazine, and more.

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## **EDUCATION**

### **Bachelor of Journalism** | *University of Texas at Austin*1998

### **Associate of Arts** | *Galveston Community College*1993

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## **SKILLS & TOOLS**

- Brand Development: Logo direction, visual identity, brand voice, photography/videography direction, Amazon A+ Content, UI content, packaging
  - Content Strategy & Creation: Long-form blog, SEO content, thought leadership, white papers, case studies, eBooks, email campaigns, web copy, landing pages, press kits, ghostwriting, podcast production
  - SEO & Analytics: Keyword research, SERP analysis, internal linking, AI Overviews/GEO/LLM retrievability optimization, Google Analytics, SEMRush, Moz
  - AI Tools & Platforms: ChatGPT, Claude (Anthropic), prompt engineering, AI model training and testing, LLM content optimization, AI rights and publishing strategy
  - Book Publicity: Author platform building, media outreach, speaking engagement booking, book launch campaigns, speaker kits, investor decks
  - eCommerce: Amazon Seller Central, Amazon A+ Content, Amazon Brand Store strategy, product listing copy, packaging direction, product sourcing (Alibaba), Jungle Scout
  - CMS & Project Management: Sitecore CMS, WordPress, HubSpot, Kentico CMS, Atlassian/Jira, Trello, Slack
  - Social & Advertising: Hootsuite, Sprout Social, Google AdWords/PPC, social media strategy and management
  - Analytics & SEO Tools: Google Analytics, SEMRush, Moz
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## **AWARDS & RECOGNITION**

- Consultant Star Award — Outstanding client service and results
  - Congressional Fellowship Finalist
  - Reunion video — 284,000+ YouTube views
  - Social community: 30,000+ across adoption and writing organizations
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## **PORTFOLIO**

Selected work samples:

[Full Portfolio — patricia-meyer.journoportfolio.com](http://patricia-meyer.journoportfolio.com)

[Amazon Brand Creative \(JJ Kent / LoveToKnow\)](#)

[AI Work — PhotoOp AI & AIRights Agency](#)

[Digital Content Marketing](#)

[Publicity Work — Byron Reese / GigaOm](#)