

## Patricia Ann Meyer

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<https://patricia-meyer.journoportfolio.com/enter-portfolio/amazon-brand-creative/>

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### APPLICABLE SKILLS / EXPERIENCE

#### 20 Years of Story Telling Experience

- **Content management/ideation/creation/editing:** Ability to create and direct content teams to deliver digital media, marketing campaigns and user journeys (UX): web copy, video, webinars, landing pages, email campaigns, marketing funnels, blogs, case studies, white papers, eBooks, PPC ads, pitch decks, and more. Content management software, including Kentico CMS, Hub Spot and Word Press.
- **Content strategy and leadership:** Ability to work across business units and creative teams, to ideate, design, curate content aligned to organization goals, including working with partners, product owners, SMEs, agencies, developers, UX and graphic designers, writers and editors, and evaluating software and vendors.
- **Content marketing SEO and analytics:** SEO/SEM marketing strategies and tools, targeting key personas, driving user journeys based on quantitative as well as psychographic information, and increasing conversion rates. Experienced with Kentico Marketing Software, HubSpot, Google Analytics, SEM Rush, Moz, Google Ads etc. Experience managing in-house and agency delivered PPC campaigns.
- **Brand development:** B2B and B2C brand ideation/creative/strategy. Most recently eCommerce branding, product content copywriting and strategy. Amazon product listing copy and creative for 8 JJKent brands ([CastleDoor](#), [Houseify](#), [Geekify](#), [Outdoor Hero](#), [Funderstood](#), [Kardinal Fashions](#), [Green Things](#), [Living247](#)). Performed on/with Amazon Seller Central, Amazon Author Central, and Jungle Scout.
- **Thought leadership, publicity for executives and influencers:** Media engagement and booking. Secured 100 plus speaking events and guest spots on podcasts, webinars and radio for CEO/Author. Ten years' experience with SEO tools, SEM Rush, Moz, Google Ads.
- **Social media management:** Organic and paid social media strategies (Twitter, Facebook, LinkedIn). Experience with SEO tools, Hootsuite and Sprout social platforms.
- **Fifteen years' remote work / including with Agile teams:** Excel working remotely and experienced with productivity tools such as Atlassian (Jira), Slack, Asana, Trello, Google Drive. Experience working in Agile-driven work environments.
- **Public relations, fundraising and communications:** B2B, B2C, and non-profit organizations

## EMPLOYMENT HISTORY

### **JKent – Austin, Texas (October 2020 – Present)**

Creative Director eCommerce, Brand, Product Marketing (on Amazon)

Work remotely and report to the founder and CEO, I direct Amazon brand ideation/creative/strategy and write/design product listing copy, A+ content, video and creative for 8 JKent brands ([CastleDoor](#), [Houseify](#), [Geekify](#), [Outdoor Hero](#), [Funderstood](#), [Kardinal Fashions](#), [Green Things](#), [Living247](#)). In addition to directing ecommerce brands, product content and strategy, as well as product packaging and documentation, I also direct/perform all marketing initiatives associated with JKent Amazon marketplaces. All products/brands were developed with the sole purpose to prove the validity of the AI-driven ecommerce intelligence delivered by Scissortail.ai (see next position below).

### **Scissortail (Part of JJ Kent) – Austin, Texas (October 2020 – November 2022)**

Creative Director Digital Marketing

Worked remotely and reported to the founder and CEO, I oversaw and produced sales content and tools (emails/case studies/decks/tools/graphics/messaging) to support [Scissortail.ai](#) sales strategy, as well as support new rounds of investor funding. Scissortail.ai uses AI to guide ecommerce strategy and product development. Daily duties included managing the development of sales decks, case studies, graphics, landing pages, and other digital content.

### **GigaOm – Austin, Texas (April 2018 – April 2020)**

Sr. Manager, Content R&D/Thought Leadership

Worked remotely and reported to the founder and CEO, I lead digital thought leadership, social media and content strategy for this technology research analysis firm and digital media publisher. In this role, I drove marketing initiatives designed to engage business leaders seeking to better understand the implications of emerging technologies and to attract technology sponsors seeking a strong marketing vehicle with which to take new technologies to market.

- Lead digital marketing and content strategy, support lead gen campaigns and oversee SEO and Google Analytics to engage 1M visitors a month on GigaOm.com.
- Directed owed/earned/paid media across 5 Twitter accounts, Facebook and Linked in (a total of 500K followers) to deliver and drive sponsorships of digital content by clients including Dell, Microsoft and Hitachi and others.
- Promoted syndicated and sponsored research reports, live sponsored webinars, the GigaOm “Voices in” podcast series, and the AI Minute podcast series, and blog posts.
- Drove online thought leadership for the CEO and the GigaOm team of industry analysts.
- Directed creation and design of sales materials and supported special digital initiatives for Gigaom.com and the CEO such as surveys, quizzes, landing pages and special events.
- Managed digital corporate communication, public relations and brand awareness.

### **Simple [A] – Austin, Texas (October 2013 – April 2018)**

Writer, Editor and Director of Content Marketing

Worked remotely from New Orleans, Louisiana, and reported to the founder and CEO, I managed and performed digital content marketing strategy, content creation, social media, online advertising, public events, and lead generation for this distributed technology consulting company. In my three years at the company as [A]'s only full-time marketer, site traffic grew 212%, page views increased by 111%, bounce rate decreased by 32%, direct traffic rose 353%, organic search engine traffic grew 763% and referral traffic grew 2300%.

- Developed content strategy and lead content creation for email campaigns, website content, landing pages, social media, webinar decks and promotions, print materials, and more.
- Managed editorial cycle for publishing and worked with subject matter experts and freelance writers to support creation of web content, resource articles and sales tools.
- Managed content strategy and coordinated ongoing phased website redesign with web developers, graphic and UX designers, and PPC strategist; as well as general development of web pages, landing pages, case studies and other content initiatives.
- Supported thought leadership activities and deliverables. Engaged partners for joint marketing activities, planning events, webinars and secure leadership speaking opportunities at conferences such as Intelligent Content Conference, InfoDev World, Lavacon, Kentico Conference, and others.

### **Demand Media: Austin, Texas (May 2006 – October 2013)**

Creative Lead / Writer / Researcher, R&D Innovation (December 2009 – October 2013)

- Reporting to VP of Innovation, I managed research and development (R&D) projects and idea generation to drive new product concepts, strategies and initiatives for this leading digital media company. Led marketing and promotion for R&D initiatives. Wrote and disseminated web content and press releases, contacted reviewers, bloggers and media. Developed messaging and promotion for social media pages and related Facebook ads.
- Researched and created content for six eLearning courses. This included developing landing page content, writing SEO optimized display ads and managing Facebook and Twitter accounts for each.
- Performed extensive QA on [www.Livestrong.com](http://www.Livestrong.com) and [www.eHow.com](http://www.eHow.com) websites. Delivered meticulous reports, presented by EVP of Innovation to senior leaders.
- Secured a total of 11 speaking events for EVP of Innovation in the year of 2012. Major invites included the PICNIC Festival in Amsterdam and the SXSW Interactive Future 15 Talk. Worked with corporate communication to manage EVP's speaking events, media interviews and publication activities, and acted as a liaison with publishers and conference planners.

Content Title Analyst - Quality Assurance, R&D Innovation (November 2008 – December 2009)

- Streamlined production of topic-specific article and video titles used on client websites and O&O site channels; including [eHow.com](http://eHow.com), [Livestrong.com](http://Livestrong.com), [TypeF.com](http://TypeF.com), [USAToday.com](http://USAToday.com), [NationalGeographic.com](http://NationalGeographic.com), and [Salon.com](http://Salon.com). Ensured content titles met operational goals, drove

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ROI, and delivered targeted search engine results.

Video Copy Editor - Quality Assurance, eHow Studio (December 2007 – October 2008)

- Created a new video production style guide and worked with a team of 15 content creators to standardize and streamline copy connected to Demand video production. Managed QA, editing and review of metadata for 10,000 production videos per month. Ensured compliance with SEO goals and video quality standards and publishing guidelines. Evaluated editorial team performance and generated reports for the director of content.

## EARLY CAREER

**Electric Reliability Council of Texas (ERCOT) / Ciber Inc. Consultant: Austin, Texas** - Senior Writer / Document Manager (May 2006 – December 2007) - Developed web content and a document management system on the Texas Nodal Market Implementation website supporting transition to a nodal energy market. Worked across 12 project teams to manage intranet content and publish timely website content. Received the Consultant Star Award for Exceptional Performance, Ciber 2006.

**HappyNews.com: Austin, Texas** - Editor-in-Chief (June 2005 – May 2006) - Served as editor-in-chief and PR manager for a news website dedicated to reporting positive news. Saw 400 percent growth in traffic during the first six months. Built and leveraged an international team of 200 citizen journalists.

**Blockbuster Inc.: Dallas, Texas** - Senior Writer, Field Operations (September, 2004 – July 2005) - Worked across departments to produce a bi-weekly 200-page Marketing Action Plan for 8,000 video stores. Developed publishing strategies and processes across multiple departments.

**Schlotzsky's Inc.: Austin, Texas** - Copywriter / Web Content Manager (October 2003 – July 2004) - Facilitated public and franchisee print and web communications, as well as public relations, for this national sandwich restaurant. Produced creative copy for in-store POP, television and radio commercials, print, web and advertising campaigns, sales materials, franchisee media kits, operations manuals and corporate communications.

**Writers' League of Texas: Austin, Texas** - Editor and Community Public Relations Leader (July 2003 – January 2004) - Supported community engagement, public relations, fundraising and event planning for this non-profit supporting Texas writers.

**Vignette Corporation: Austin, Texas** - Reference Program Manager (September 2000 – June 2003) - Published internal sales materials, 200-plus win reports, case studies and other customer reference objectives for this content management software company.

**Ringdale Inc.: Austin, Texas** - Communications Manager (June 1999 – April 2000) - Managed marketing communications strategy and US public relations with UK team at this data storage company. Wrote, designed and positioned ads, editorial, case studies, news releases, marketing copy and sales collateral for US division.

**Texas Highway Patrol Association: Austin, Texas** - Marketing Manager / Magazine Editor/ PR Director (February 1996 – June 1999) - Served as a senior. Fostered community relationships and public image through production of publications, fundraising events, PR, and educational programs for this non-profit association and museum supporting Texas Highway Patrol.

## EDUCATION

- Bachelor of Journalism, School of Communications – The University of Texas – Austin, Texas, 1998
- Associate of Arts and Science – Galveston Community College – Galveston, Texas, 1993

## AWARDS / ACCOMPLISHMENTS / ASSOCIATIONS / OTHER ENDEAVORS

- Writer, researcher and editor for fiction and non-fiction books, articles and features.
- Adoptee who researched and found both her birth parents (with no known names) after 40 years. Writing my adoption memoir and author of an adoption blog.
- Proud walker at the 2009 60-Mile, 3-Day Susan G. Komen Breast Cancer Walk, raising \$5,000.
- Finalist, Political Science Association's Congressional Fellowship Program, 1999.