

# PATRICIA ANN MEYER

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## PROFESSIONAL SUMMARY

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Award-winning content strategist and marketing writer with 20+ years of experience producing SEO-optimized, narrative-driven content across technology, business, education, and consumer sectors. Bachelor's degree in Journalism from The University of Texas at Austin. Proven expertise in translating complex technical concepts—including AI, data science, enterprise technology, and ecommerce—into engaging, accessible content that drives traffic, conversion, and audience engagement. Skilled in researching and writing long-form blog content, managing editorial workflows, interviewing subject matter experts, and collaborating with cross-functional teams. Currently developing AI-powered marketing initiatives for emerging tech startups while directing brand strategy and content marketing for 8 Amazon ecommerce brands.

## CORE COMPETENCIES

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- SEO Content Strategy & Optimization | Keyword Research & Internal Linking
- Long-Form Blog & Article Writing | Mid-Funnel Conversion Content
- Technical & Complex Topic Translation | Thought Leadership Content
- AI Content Optimization (AIO/GEO) | LLM Prompt Engineering & Retrievability
- Subject Matter Expert Interviewing | Faculty & Executive Collaboration
- Cross-Functional Collaboration | Asynchronous Team Communication (15+ years remote)
- Tools: WordPress, HubSpot, Sitecore, Kentico CMS, Atlassian, Jira, Trello, Asana, Slack, Google Analytics, SEMRush, Moz, Hootsuite, Sprout Social, Amazon Seller Central

## PROFESSIONAL EXPERIENCE

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### AI Marketing Content Strategist & Prompt Engineer

*PhotoOp AI & AIRights Agency (AI Technology Startups) | January 2025 – Present | Remote*

- Develop AI prompts and marketing content for camera-based multi-model AI startup (PhotoOp AI) during Series A fundraising phase
- Create SEO-driven web content, user-facing copy, and marketing materials translating complex AI computer vision technology into accessible consumer narratives
- Write and optimize prompts for AI-powered image analysis tools, ensuring accurate responses and improved user experience
- Optimize content for AI retrievability, LLM search interfaces, and Google AI Overviews while maintaining brand voice

### Creative / Content Director, eCommerce & Brand Marketing

*JJ Kent & Scissortail.ai (AI-Driven eCommerce Technology) | October 2020 – Present | Remote, Austin, TX*

- Direct Amazon brand ideation, strategy, creative development, and product content optimization for 8 consumer brands (CastleDoor, Houseify, Geekify, Outdoor Hero, Funderstood, Kardinal Fashions, Green Things, Living247)
- Write SEO-optimized product descriptions, A+ content, brand narratives, and conversion-focused marketing copy across home goods, outdoor recreation, lifestyle, and consumer products
- Develop content strategy integrating proprietary AI-driven ecommerce intelligence from Scissortail.ai platform, which analyzes 1+ billion data points across 130 vectors to predict product success
- Manage product packaging documentation, creative assets, and cross-channel marketing initiatives supporting Amazon marketplace growth
- Created sales content, investor pitch decks, case studies, whitepapers, and landing pages supporting Scissortail.ai Series A funding rounds (2020-2022)

### **Sr. Manager, Content R&D / Thought Leadership**

*GigaOm (Technology Research & Media Publisher) | April 2018 – April 2020 | Remote*

- Researched, developed, and launched new content products for technology research firm serving 1M monthly visitors, including GigaBrief series on emerging AI, cloud computing, and data science technologies
- Translated complex AI, machine learning, data science, and enterprise technology topics into accessible mid-funnel content for C-suite decision-makers
- Interviewed technology thought leaders, researchers, and industry analysts to incorporate expert insights and quotes into research reports and articles
- Directed CEO thought leadership strategy, securing 100+ speaking engagements at major tech conferences (SXSW, TEDx, PICNIC Festival Amsterdam) and media interviews
- Managed freelance writers and collaborated across departments to align content marketing, sales tools, SEO strategy, and production workflows
- Directed owned/earned/paid media across 5 social accounts (500K total followers) to drive client sponsorships including Dell, Microsoft, and Hitachi

### **Digital Media & Marketing Manager / Lead Writer**

*Simple [A] (Enterprise CMS Solutions) | October 2013 – April 2018 | Remote, New Orleans, LA*

- Produced SEO-driven long-form content strategy for B2B technology company using Sitecore CMS, Atlassian, Jira, and Trello
- Wrote and edited 90% of resource content on intelligent content, digital maturity, content strategy, and content engineering—complex technical topics for marketing and technology professionals
- Achieved 212% growth in site traffic, 111% increase in page views, 763% growth in organic search traffic, and 2,300% increase in referral traffic
- Managed editorial cycle coordinating internal and freelance writers to support blog articles, thought leadership content, and sales enablement tools
- Implemented social media campaigns and oversaw Google AdWords/PPC strategy, delivering integrated content marketing that increased conversion rates

### **R&D Innovation Creative Lead / Writer / Researcher**

*Demand Media (Digital Media Publisher – Portfolio includes LoveToKnow Media) | December 2009 – October 2013 | Austin, TX*

- Performed research and content analysis driving new product concepts for data-driven content company serving 25M monthly users across owned and operated properties including eHow, Livestrong, and partner sites
- Researched and created educational content for 6 eLearning courses including landing page copy, SEO-optimized display ads, course curriculum, and social media content management
- Secured 11 speaking events for EVP of Innovation in 2012, including PICNIC Festival Amsterdam and SXSW Interactive Future 15, managing thought leadership publicity and media relations
- Created presentations for senior leadership and provided 24/7 research support for Chief Innovation Officer on emerging trends and competitive intelligence
- Supported intent-based, SEO-optimized content development for high-traffic properties generating millions of page views monthly

### **Content Title Analyst / Copy Chief, Video Production**

*Demand Media | December 2007 – December 2009 | Austin, TX*

- Analyzed hundreds of thousands of article titles to develop linguistic rules and SEO strategy informing Demand Media's proprietary content algorithm
- Created video production style guide and managed QA/editing for 10,000 monthly video content pieces, ensuring SEO compliance, metadata accuracy, and quality standards
- Collaborated with 15-member content team to standardize copy creation, optimize keyword targeting, and improve search engine discoverability

### **Additional Relevant Experience**

- **Independent Business Owner, Web Content & Marketing Services** (1995–2019): Provided SEO-driven content development, blog writing, case studies, ghostwriting, and content marketing for diverse clients across tech, healthcare, education, and consumer sectors
- **Senior Writer & Document Manager, ERCOT (via Ciber Consulting)** (2006–2007): Developed technical web content for Texas energy market transition, translating complex regulatory and technical information for stakeholder audiences. Received Consultant Star Award for Exceptional Performance
- **Editor-in-Chief & PR Manager, HappyNews.com** (2005–2006): Led editorial strategy for international news site, growing traffic 400% within 6 months and managing 200 citizen journalists worldwide. Story featured as CNN's most shared news of the day
- **Senior Writer, Blockbuster Inc.** (2004–2005): Produced bi-weekly 200-page Marketing Action Plan for 8,000 retail locations, streamlining cross-departmental communications and operational documentation
- **Reference Program Manager, Vignette Corporation** (2000–2003): Published 200+ case studies, win reports, and customer reference materials for enterprise content management software company

## **EDUCATION**

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**Bachelor of Journalism, School of Communications**

The University of Texas at Austin | Austin, Texas | 1998

### **Associate of Arts and Science**

Galveston Community College | Galveston, Texas | 1993

## **AWARDS & RECOGNITION**

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- Consultant Star Award for Exceptional Performance, Ciber Inc., 2006
- Finalist, Political Science Association's Congressional Fellowship Program, 1999
- Raised \$5,000 as participant in 2009 Susan G. Komen 60-Mile, 3-Day Breast Cancer Walk

## **AUTHOR & COMMUNITY SPEAKING**

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### **Author, Forthcoming Adoption Reunion Memoir**

- Writing memoir about reuniting with both birth parents after 40 years, demonstrating ability to craft compelling narrative-driven content on sensitive, personal topics
- Maintain adoption blog providing guidance, advice, and support to adoptees, birth parents, and adoptive families navigating reunion

### **Adoption Community Speaker & Consultant**

- Provide post-reunion advice, guidance, and support to individuals and families affected by adoption
- Experience translating complex emotional and psychological topics into accessible, supportive content for diverse audiences

## **PORTFOLIO & WRITING SAMPLES**

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Comprehensive portfolio available at [patricia-meyer.journoportfolio.com](http://patricia-meyer.journoportfolio.com) demonstrating SEO-optimized content, long-form articles, technical writing, case studies, and thought leadership content across technology, business, education, and consumer sectors. Portfolio includes:

- Amazon brand content and product listing optimization for 8 ecommerce brands across multiple consumer categories
- Technology research content, whitepapers, and thought leadership materials on AI, cloud computing, and data science (GigaOm)
- B2B content strategy resources, technical guides, and educational content (Simple [A])
- AI startup marketing content demonstrating ability to explain complex technology to consumer audiences (PhotoOp AI)
- Case studies, sales enablement materials, investor pitch decks, and promotional content across multiple industries
- Educational content and eLearning course materials on diverse topics for mass audience consumption (Demand Media/LoveToKnow)