

# Meredith Smith

For nearly 15 years, Meredith has developed customer-facing help content for brands from AutoNation to Trupanion Pet Insurance and beyond.

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## EXPERIENCE

### **AutoNation** — *Senior Content Producer*

May 2018 - Present | W-2 with Gasworks Media

- Driving content strategy for consumer advice columns on a customer-facing editorial platform for a nationwide retailer.
- Writing copy for consumer advice columns, meta descriptions, CTAs, help and support sites, and other areas.
- Managing content and customer experience on an editorial platform with more than 1,000,000 annual views.
- Executing search engine optimization strategies to help customers capitalize on existing content.
- Producing HTML, CSS, XML and other assets as needed to facilitate the implementation of content.
- Tracking and analyzing the performance of content initiatives to determine future steps and project goals.
- Triaging bugs and fixing any QA issues across multiple geographic locations per project.

### **Freelance** — *Content Producer*

January 2016 - Present | Self-Employed

- Strategizing pillar content and content marketing projects to generate leads for independent e-commerce brands.
- Producing shopping content for e-commerce businesses based on stakeholder goals.
- Developing content for customer support sites and strategies for customer retention for small artisan businesses.
- Auditing the digital customer-facing platforms and providing guidance for improvement for small artisan businesses.

### **Sweet Anthem Perfumes** — *Content Developer*

January 2010 - January 2016 | Seattle, WA | Owner, Founder

- Drove content strategy for all brand media from graphics to copy, photos to videos, e-commerce to social platforms.
- Drove creative strategy for all customer experiences with the brand, from packaging design to subscription service.
- Drove global sales to build a six-figure business acquired in 2016.

## PRODUCTION SKILLS

HTML, CSS, XML, JSON

Adobe Creative Suite

Enterprise CMSs

WordPress

AP Style

Chicago Manual of Style

Google Analytics

## VOLUNTEERING

NorWesCon, Communications Team, Deputy Webmaster

## EDUCATION

Texas Tech University,  
Bachelor of Arts in Russian Language, Minor in Linguistics, 2004

## COLLEGE MEDIA

The Daily Toreador, Culture & Arts Critic, 2004

KTXT 88.1 FM, DJ & Web Producer, 2003

Texas Tech University Press, Marketing Intern, 2000-2002

## **Microsoft Business Online Services — Content Producer**

June 2009 - December 2009 | Seattle, WA | Contract (Filter Talent)

- Worked with external vendors to localize content across 12 geographic locations.
- Managed content production processes to facilitate team collaboration and aid in streamlining deployment.
- Deployed localized HTML, CSS and XML for Help viewers for the Microsoft Office 365 software platform.
- Provided QA checks for content in a variety of languages to hit production targets.

## **Trupanion Pet Insurance — Content Producer**

June 2008 - December 2008 | Seattle, WA | Contract (Filter Talent)

- Created a platform for early-stage newsletter management and deployment on Microsoft Outlook.
- Managed all publishing operations on Trupanion.com, including the early-stage launch of localized SEO initiatives.
- Produced internal asset library for use in internal enterprise content management systems.

## **Microsoft Business Online Services — Content Producer**

January 2008 - June 2008 | Redmond, WA | Contract (Filter Talent)

- Wrote display copy for software features, such as buttons, menu items, text links, and more.
- Produced and delivered graphic assets to be localized across multiple languages and geographic targets.
- Developed and deployed localized HTML, CSS, and XML needed for Help viewers.
- Triage bugs and collaborated with cross-functional teams to provide quality assurance checks across content.

## **KEXP 90.3 FM — Content Producer**

June 2007 - December 2007 | Seattle, WA | Full-Time

- Managed all operations on KEXP.org, including publishing content from a variety of internal stakeholders.
- Managed all content publishing on KEXP.org, including creating HTML scaffolding, graphics, multimedia, audio, and visual.
- Awarded CMJ Best Radio Station Website in 2008.

## **Microsoft Internal Communications — Content Producer**

June 2006 - December 2006 | Redmond, WA | Contract

- Produced and deployed content across a variety of internal, employee-facing intranet sites.
- Produced HTML, CSS, XML and graphic assets as needed.