

Meredith Smith

Like Pharrell, Meredith fits a lot under her hat — from deep technical HTML knowledge to high-level strategy thinking, Meredith is happy to help.

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EXPERIENCE

AutoNation — *Senior Content Producer*

May 2018 - Present | Contract (Via Gasworks Media)

- Building digital content features, from concept to implementation, on a corporate automotive industry blog.
- Building mobile-first pages using HTML and CSS to deliver scalable content.
- Producing SEO copy, from meta descriptions to keywords to localized web pages.
- Collaborating with marketing, e-commerce, and inventory to develop content to drive user engagement.
- Creating landing pages to demystify esoteric information systems (automotive trim packages) for consumers.
- Built a web platform that increased user engagement by 60% in the first three months.
- Producing landing pages that consistently rank in Google SERPs for “best answer” snippets.
- Analyzing web content statistics to strategize content updates and make changes to existing content.
- Maintaining a content calendar and editorial pitches for work with freelance writers and editors.

Freelance — *Content Producer*

January 2016 - Present | Self-Employed

- Strategizing SEO content for artisan e-commerce products to promote SERPs rank.
- Updating and publishing content on e-commerce platforms, from customer support sites to about pages and beyond.
- Drafting social media calendars, content calendars, and brainstorming seasonal content strategies.

Sweet Anthem Perfumes — *Content Developer*

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

- Created original branded content to demystify the fragrance brand's products and drive user engagement.
- Delivered all creative operations for the brand, from packaging design to blog and social media.

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

Seattle Music Insider, Live Music Events Reviewer

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)

- Produced web content in over a dozen languages, working with cross-functional teams and external vendors.
- Published and updated multilingual pages on internal help content platform in HTML and CSS formats.
- Communicated project timelines and deliverables to the team manager and other stakeholders.
- 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)

- Deployed HTML newsletters in early stage marketing efforts at this then-startup company.
- Created new, published, and updated HTML content pages on Trupanion.com and other ancillary sites.
- Produced internal asset library for use in internal enterprise content management systems.
- Designed advertising materials for digital and print efforts.

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.
- Produced and updated pages using HTML, CSS, and XML needed for an internal help content platform.
- Triaged bugs and collaborated with cross-functional teams to provide quality assurance (QA) checks across content.

KEXP 90.3 FM — Content Producer

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

- Created, updated, and published web content on KEXP.org.
- Collaborated with marketing, production, and other cross-functional teams to develop content features.

Microsoft Internal Communications — Content Producer

June 2006 - December 2006 | Redmond, WA | Contract (VMC)

- Collaborated with marketing and other stakeholders to develop web content features for an internal employee-facing website.
- Migrated a website from a flat-file system to a content management system using best practices and latest technology.