

Meredith Smith is a content strategist and writer with a proven track record in eCommerce marketing and search engine optimization.

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Seattle, WA

Content Producer

Full Time

Paula's Choice

Seattle, WA

Jan 2022 - Present

Delivering editorial and marketing content projects across multiple eCommerce markets for this global skincare company.

- Launching Web content for marketing campaigns and driven by business goals during an acquisition phase.
- Managing site merchandising categories and associated SEO, crosslinking, and copy deployment.
- Writing SEO footers for merchandising pages, headlines for page titles, meta descriptions and more.
- Hit target SEO goals within 1 year of hire date, with a 25% increase in organic search referrals.

Freelance Producer

Freelance

Self-Employed

Seattle, WA

May 2018 - Present

Producing a mix of marketing strategy and creative writing to deliver solutions for businesses and publications.

- Creating marketing plans for small businesses to leverage Web content and 360 omni-channel strategies.
- Producing SEO content projects such as landing pages on Shopify-based platforms for small businesses.
- Writing SEO articles for the content marketing giant, HubSpot, around their WordPress pillar.
- Clients include Qualified Digital, HubSpot, news and media outlets, artisan businesses, and more.

Senior Producer

Full Time

Gasworks Media

Seattle, WA

May 2018 - Jan 2022

Produced and strategized evergreen SEO content projects across 250+ websites for the national automotive retailer, AutoNation.

- Drove digital marketing content for SEO goals, including landing page and article development.
- Produced pillar content for SEO strategy, including a guide for SUVs with heated seats that ranks #1 on SERPs.
- Worked with editors, writers, and freelancers to drive seasonal and marketing-related editorial content.
- Strategized pillar content plan for editorial marketing blog that became the company's #5 lead generation platform.
- Edited articles for keyword proliferation, SEO goals, on-page SEO tactics, crosslink opportunities, grammar.

Founder/Owner

Full Time
 Sweet Anthem
 Seattle, WA
 May 2010 - Jan 2016

Drove the marketing and sales operations of this cult-favorite indie fragrance startup from early stage launch to acquisition.

- Launched and maintained the brand's Shopify website, aligning merchandising and content with SEO goals.
- Executed the brand's marketing calendar for seasonal promotions across a 360 omni-channel strategy.
- Drove all SEO efforts across the brand's digital marketing ecosystem, earned #1 SERPs spot for branded keywords.
- Drove influencer and partner content with beauty bloggers, shops like Anthropologie, and magazines like BuzzFeed.
- Strategized all merchandising and product pages on the Shopify website, from product titles to site architecture.

Content Producer

Agency
 Filter Talent
 Remond, WA
 Jun 2008 - May 2010

Produced content for software Help platforms and eCommerce websites at Microsoft and elsewhere.

- Produced content — from copy to graphic assets and HTML templates — for Mac: Office Help platforms.
- Produced SEO content for Trupanion Pet Insurance, including earning #1 SERPs spot for brand goals.

Content Producer

Full Time
 KEXP 90.3 FM
 Seattle, WA
 Jun 2006 - Dec 2008

Produced content of all stripes for the storied radio station's award-winning website and other digital marketing channels.

- Deployed audio, video, and a variety of creative assets on the Web and social media platforms.
- Produced copy for landing pages, blog posts, social media posts, and other marketing projects as needed.

Education

Creative Writing
 Hugo House
 Seattle, WA
 2017 - 2021

Bachelor of Arts
 Texas Tech University
 Lubbock, TX
 2000 - 2004

Proficiencies

Adobe CS, Canva

Google Analytics

SalesForce CMS

HTML, CSS, JSON

Shopify, WordPress

Audio Production

Specialties

SEO Copywriting

eCommerce Strategy

Content Strategy

Content Production

Social Media Copy

Graphic Design