

Meredith Smith

Seattle, WA

Meredith is a writer and designer who has worked on the web and adjacent platforms for more than a decade.

[Portfolio](#) • [LinkedIn](#) • [Phone](#) • [EMail](#)

Editorial Director

Common Meter Press

March 2023 – Present

Seattle, WA

Founder, Part-Time

- Acquiring new authors and developing titles for a small independent poetry and lyrics publisher
- Working with writers to ensure look and feel, quality, and editorial accuracy of galleys before printing
- Managing the production, publishing, and marketing schedule for this small but mighty imprint
- Organizing in person events to support book launches across the Puget Sound
- Managing all data, syndication, and content across channels to ensure books display correctly

eCommerce

Content Manager

Nature's Way

April 2023 – Present

Minneapolis, MN

Direct/Remote

- Strategizing content and site features with an eye on process improvements and team agility
- Partnering with UX and growth managers to execute site features to align with business initiatives
- Managing blog content, working cross-functionally with social media team to coordinate publishing
- Managing SEO content, including FAQs and meta descriptions, with a 15% increase MOM in traffic
- Producing content for campaigns, blogs, e-mails, and site features to align with national campaigns
- Doubled the business from 2022, netting out at \$1.2m in sales for our inaugural DTC year

Content Producer

Paula's Choice Skincare

Jan 2022 – Jan 2023

Seattle, WA

Direct/Remote

- Strategized content delivery for marketing campaigns to execute omnichannel experiences
- Managed product data on Salesforce eCommerce platform across multiple localized markets
- Produced guest-facing editorial content projects on PaulasChoice.com to drive business goals
- Converted graphics from static text to live text using proprietary CMS on Salesforce
- Completed all SEO conversion projects for 2023, which resulted in a 20% MOM increase in traffic

Senior Content Producer*GasWorks Media*

May 2018 - Dec 2021

Seattle, WA

Direct/Local

- Developed and executed content projects to support retail franchise customer service initiatives
- Researched and wrote high-ranking landing pages, from copy to graphics to HTML
- Planned and drove website migrations to modern content management systems
- Wrote SEO copy for various technical SEO projects, from headlines to meta titles and descriptions
- Edited blog posts from freelancers within the lens of various marketing goals

**Content Strategist,
Freelance***Various*

Jan 2016 - Dec 2018

Seattle, WA

Freelance

- Launched websites on Shopify and WordPress platforms for small businesses and creatives
- Strategized eCommerce UX, such as site navigation and product categories, to meet stakeholder goals
- Helped artisan brands launch email and social media campaigns to grow their businesses

Creative Director*Sweet Anthem Perfumes*

Jun 2008 - Dec 2015

Seattle, WA

Founder

- Built a cult-favorite digital-first startup fragrance brand from scratch to street-level retail footprint
- Designed and produced Shopify eCommerce website from branding development through launch
- Developed all brand guidelines and managed freelance designers and photographers
- Wrote all marketing content, from blog posts and newsletters to product descriptions and collateral

Content Producer*KEXP 90.3 FM*

Jun 2006 - Dec 2007

Seattle, WA

Direct/Local

- Executed daily content projects for the station's high-traffic, award-winning website, KEXP.org
- Worked with designers, audio engineers, and other cross-functional teams to ensure content accuracy
- Interviewed artists and talent and produced editorial features for the KEXP.org website

Skills

- Graphic Design
- Writing, Editing
- Web Production
- Print Production
- HTML, CSS
- Audio, Video

Platforms

- Adobe Creative Suite
- Google Suite
- Enterprise CMSs
- Shopify, WordPress
- Google Analytics
- Logic Pro

Education*Hugo House*
Creative Writing – 2022*Texas Tech University*
Bachelor of Arts – 2004*Lubbock High School*
Honors – 2000

