

# MEREDITH SCHNEIDER

COPYWRITER  
PHOTOGRAPHER

WWW.MEREDITHSCHNEIDER.COM

MEREDITHGSCHNEIDER@GMAIL.COM

## CONTRACT WORK

MATTIO Communications | Creelio  
The GIST Show | CBD Kansas City  
Empuros | AO Hemp | TIDAL  
Southern Living | Apex Ski Boots  
Selena Soo | White Carpet Bride

## PUBLICATIONS

Imperfect Fifth | Beauty Stoned  
Top5 | PlaylistPlay | iWIDK  
Moshery | ReachOutUSA  
Serial Optimist | Local Ruckus  
Fueled By Ramen | Examiner  
Quarter Life Joy

## EDUCATION

Communication Studies  
University of San Diego, 2011

## SKILLS

SEO and Google Analytics  
Social media strategy  
Marketing + PR  
Web content development  
Copywriting  
Corporate blogging  
Project management  
Event coordination  
Photography + photo editing  
Market research

## EXPERIENCE

### FOUNDER | EDITOR

IMPERFECT FIFTH | 2017 - PRESENT

Operate as Editor in Chief, as well as a writer and photographer, heading an international team of contributors. Design merchandise for the brand, and produce and host the Imperfect Fifth podcast.

### PHOTOGRAPHER + CONTENT CREATOR

THE EMPOWERMENT PHOTOGRAPHER | 2017 - PRESENT

I am the official second shooter for The Empowerment Photographer. I am in charge of culling, minor edits, and project management regarding all clients. I create digital content on behalf of the studio, and engage with our community on all platforms (Patreon, Instagram, Facebook, etc.).

### WEB CONTENT + MARKETING MANAGER | EDITOR IN CHIEF

IMPOSE MEDIA (ANSWER MEDIA) | 2016 - 2017

Created engaging content. Managed all aspects of digital media and analysis. Editor in Chief of both Impose Magazine and Moshery.com, handling press requests, editing, and management of every bit of content on the sites.

### DIRECTOR OF DEVELOPMENT + PRODUCTION

CAPSTONE ENTERTAINMENT (ANSWER MEDIA) | 2017

Oversaw new project acquisitions and development by reading scripts, screening films, and seeking out new projects. I was a Producer at SPACEMOB Studio in my capacity at this position. Directed production and logistics for short form video content.

### SOCIAL MEDIA MANAGER

BIGSHOT INBOUND | 2014 - 2015

Generated and managed social media concepts for BIGSHOT and all clients. Created and managed paid and organic social ad campaigns, handling metrics analysis. Copy edited and managed additional content as requested. In-house photographer for BIGSHOT and its clients.

### DIGITAL MEDIA COORDINATOR | WRITER | VISUAL EDITOR

BREAKTHRU RADIO (BTR) | 2012 - 2014

Created social media initiatives to target community growth, posting original content. Pitched, wrote, and edited editorial content. Drafted ideas, contributed to radio shows, and created weekly social media analyses for all social media platforms. Edited weekly BTN audio and visual segments.

### MEDIA INTERN

CRUSH MUSIC | 2012

Drafted social media content for high profile clients. Updated blogs, feeds, and weekly status reports for all clients and the Crush brand. Handled creative projects pertaining to client endeavors.

### ACCOUNTS | EXECUTIVE ASSISTANT

87AM | 2011 - 2012

Created marketing initiatives and decks to pitch a wide range of entertainment clients. Shot and edited footage at Broadway shows and events. Drafted social media posts and SEO for websites. Aided in key art decisions and handled follow-up with collaborators. Created weekly social media analysis reports. Drafted PR statements and accounts information.