



# Meredith Schneider

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Engaging audiences as a Writer, Photographer, and Marketing Professional with over a decade of professional impact across a multitude of industries. Specializes in entertainment (music, film), food, and wellness.

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## Educational Background

**University of San Diego | 2011**  
Bachelor of Science  
Communication Studies: Media  
Arts & Culture  
*Graduated in 2.5 years*

## Brands

rê•spin by Halle Berry | GIDDY  
La Pitchoune | Southern Living  
White Carpet Bride | The Ladders  
Keeper | TIDAL | MATTIO | Top5  
Serial Optimist | FueledByRamen  
The Kitchn | Empuros | iWIDK  
Agave Education | Dr. Saline  
The Swellscore | Beauty Stoned  
Playlist Play | ReachOutUSA  
Big Hassle | AO Hemp | ZagFirst  
Selena Soo | Apex Ski Boots  
The Empowerment Studio  
The GIST Show | CBD Kansas City  
TRUme Therapy | Local Ruckus

## Skills & Proficiencies

Blogs + Newsletters + Headlines  
Short-form + long-form content  
Google + digital analytics  
Design (Adobe/Canva)  
Social media strategy  
Marketing campaigns  
Cannabis marketing  
Project management  
Event coordination  
Team management  
Market research  
Photography  
Copywriting  
SEO + SEM  
Publicity  
Editing

## Work Experience

### Marketing Professional | Copywriter | Photographer

Self-Employed

2010 - present

A resourceful, reliable, creative marketing professional with a decade of experience in digital strategy, creation, and analysis. I work on a consulting and contract basis with brands and publications of all kinds. This includes brand development, assessing analytics, digital strategy, virtual assisting, coordination, and copywriting efforts. I am also a professional photographer.

### Founder | Editor

Imperfect Fifth

2017 - present

Writer and photographer responsible for all marketing strategy and execution, heading an international team of contributors. Developed a livestream series, podcast, e-zine, and merchandise line to financially benefit out-of-work musicians. Advocate for mental health in the arts community.

### Web Content + Marketing Manager | Editor-in-Chief

Impose Media (Answer Media)

2016 - 2017

Editor-in-Chief of both Impose Magazine and Moshery.com, handling press requests, editing, and management of content. Exceeded initial growth goals within one month of acquiring Impose magazine, and under my leadership, it charted in the Top 100 Most Influential Music Publications in the World on organic traffic alone.

### Social Media Manager

BIGSHOT Inbound

2014 - 2015

Generated and managed social media concepts for BIGSHOT and all clients, 17-22 at a time. Created paid and organic social ad campaigns, handling metrics analysis. Copyedited and managed additional content as requested. In-house photographer and videographer for BIGSHOT and its clients. Hubspot certified.

### Digital Media Coordinator | Visual Editor

Breakthru Radio

2012 - 2014

Created social media initiatives to target community growth, posting original content. Drafted marketing strategy and created weekly social media analyses for all social media platforms. Edited weekly BTN audio and visual segments.

### Digital Media Coordinator | 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 for digital campaigns. Drafted SEO-driven social media and blogs. Aided in key art decisions and handled follow-up with collaborators. Created weekly social media analysis reports and drafted PR statements. Promoted after one-month internship to a full-time job with the company.