

# Meredith Schneider

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Innovative thinker engaging audiences as a copywriter with over a decade of growth impact across multiple industries. Specializing in entertainment, lifestyle, wellness, career, and food. Seeking new copywriting opportunities.

## Educational Background

### University of San Diego

Bachelor of Science, 2011

Communication Studies:

Media Arts & Culture

Graduated in 2.5 years

## Brands

rē•spin by Halle Berry | INSIDER  
La Pitchoune | Southern Living  
White Carpet Bride | Consensus  
The Ladders | Owney | pearpop  
Keeper | TIDAL | GIDDY | iWIDK  
Top5 | Serial Optimist | MATTIO  
FueledByRamen | The Syndicate  
CBDKC | Empuros | Gim.me | PLP  
Agave Education | BestColleges  
The Swellscore | TotalApexSports  
Big Hassle | AO Hemp | ZagFirst  
Selena Soo | Apex Ski | Creelio  
The Empowerment Studio | Hive  
The GIST Show | Local Ruckus  
Apartment Therapy | Dr. Saline  
TRUmeTherapy | BeautyStoned  
BeautyWorldNews | ReachOutUSA

## Skills & Proficiencies

Event planning + management  
Design (Canva, Adobe, Figma)  
Content marketing + curation  
APA, AP, + MLA Styling  
Calendar management  
Blog + article writing  
Interpersonal skills  
Newsletter writing  
Team management  
Time management  
Attention to detail  
Headline writing  
Creative writing  
Microsoft Suite  
Script writing  
Digital media  
Google Suite  
Proofreading  
Adaptability  
Copywriting  
SEO + SEM  
WordPress  
Editing

## Work Experience

### Marketing Professional | Copywriter | Photographer

Self-Employed

2010 - present

- Pitch, write, and edit content, including blogs, articles, social media, scripts, etc.
- Develop and design branding and marketing materials.
- Digital media implementation, audits, strategy, and analytics reporting.
- Newsletter ideation, creation, and outreach.
- Create cross-promotional opportunities with my expansive network.

### Founder | Editor

Imperfect Fifth (imperfectfifth.com)

2017 - present

- Developed and implemented branding, systems, and editorial standards.
- Positioned the site to filter to HypeMachine within 3 months of launch.
- Manage an international team of contributors.
- Lead all marketing strategy and execution.
- Produced a live stream series, podcast, e-zine, and merchandise to fund the arts.

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

Impose Media (Answer Media)

2016 - 2017

- Served as Editor-in-Chief of both Impose Magazine and Moshery.com.
- Handled press requests, editing, and management of content.
- Exceeded initial growth goals within one month of acquiring Impose.
- Drove us to Top 100 Most Influential Music Publications in the World on organic traffic.

### Social Media Manager

BIGSHOT Inbound

2014 - 2015

- Generated and managed social media concepts for BIGSHOT and all clients.
- Created impactful paid and organic social ad campaigns.
- Measured analytics and created weekly, bi-monthly, and quarterly reports for clients.
- Copyedited and managed additional content including newsletters and blogs.
- Served as the in-house photographer and videographer for BIGSHOT and its clients.
- Earned Hubspot and Hubspot Social Media certifications.

### Digital Media Coordinator | Visual Editor

Breakthru Radio

2012 - 2014

- Created social media initiatives to target community growth.
- Ideated and published original content through WordPress.
- Drafted marketing strategy and created weekly social media analytics reports.
- Edited weekly BreakThru News audio and video segments.

### Digital Media Coordinator | Executive Assistant

87AM

2011 - 2012

- Ideated and implemented marketing initiatives with an array of entertainment clients.
- Concepted, shot, and edited footage at Broadway shows for digital campaigns.
- Drafted and posted SEO-driven social media and blogs.
- Created social media analysis reports and drafted press releases for high-profile clients.
- Contributed to presentations that landed clients like L'OREAL, Allied, and Scholastic.
- Promoted after one month of an internship to a full-time position.