

Jen Meli

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Skills and Qualifications

- Excellent written communication skills
 - Experience crafting blog posts, webpage copy, marketing collateral, reports, white papers, social media posts, press releases, and other written content for print and digital
- Superior proofreading and editing abilities
- Strong verbal communication, interpersonal skills, training, and customer service record
- Great organization and attention to detail
- Mastery in learning about new topics and concepts in a limited timeframe
- Knowledge of search engine optimization (SEO) and related online marketing techniques
- Proficiency in a variety of software platforms and online applications
 - WordPress; Hootsuite and social media platforms (Instagram, Facebook, Twitter, LinkedIn); interactive content platforms; Marketo; Wrike, GatherContent, and other project and content management systems; Microsoft Office, Google Office, and OpenOffice; Canva; Mac and PC

Education

M.A. English, Creative Writing Concentration, May 2010; SUNY College at Brockport (Brockport, NY)

B.A. English and American Studies, May 2006; SUNY Fredonia (Fredonia, NY)

Certifications

Content Strategy for Professionals, Northwestern University on Coursera (August 2020)

Content Strategy Pathway, SiriusDecisions (January 2018)

Campaign Planning Pathway, SiriusDecisions (October 2017)

B-2-B Foundations Pathway, SiriusDecisions (September 2017)

Employment History

Writer, Editor, and Consultant: Words & Wands, July 2017 – Present (Rochester, NY)

- Crafting blog posts, case studies, white papers, web copy, and marketing materials for B2B technology clients; non-fiction book editing

Content Marketing Coordinator: EagleView, July 2016 – May 2019 (Henrietta, NY)

- Wrote and edited blog posts, webpage content, case studies, reports, emails and corporate communications, sell sheets, press releases, PowerPoint presentations, video scripts, and other marketing copy for government and private sector B2B audiences
- Built monthly and quarterly blog content calendars and created additional content for syndication across partner channels
- Assisted in corporate rebranding efforts by crafting brand messaging and story, customer communications and announcements, and internal and external brand guidelines
- Collaborated with executives, subject-matter experts, and other internal stakeholders to create thought leadership content
- Performed other duties as assigned, including tasks related to planning and executing trade shows and corporate events

Assistant Editor and Content Team Trainer: HubShout (Semify), September 2015 – July 2016 (Rochester, NY)

- Edited Premium Writer content tasks
- Hired and trained in-house writing staff and built a network of freelancers
- Created and regularly updated department training documents
- Other projects and responsibilities:
 - Wrote report on small- and medium-sized marketing agencies' budgets and marketing efforts
 - Recruited contract writers for the agency and regularly audited tasks for quality
 - Performed managerial duties and assisted account managers as needed

Premium Writer: HubShout (Semify), May 2014 – September 2015 (Rochester, NY)

- Wrote informational articles, blog posts, news articles, press releases, and webpage copy for resellers' clients and agency
- Consistently met weekly productivity goals and maintained high quality metrics
- Other projects and responsibilities:
 - Wrote a report on consumers' mobile search habits and contributed to the company's blog and social media accounts
 - Created training documents and style guide for writers
 - Evaluated content from competitors and delivered presentation to management

General Writer: HubShout (Semify), February 2014 – May 2014 (Rochester, NY)

- Freelance writer position writing general articles and blog posts on a part-time basis

Adjunct Lecturer and Writing Tutor: Monroe Community College, January 2011 – May 2014 (Brighton, NY); SUNY College at Brockport, August 2009 – May 2013 (Brockport, NY); Everest Institute, July 2010 – July 2011 (Rochester, NY)

- Taught college composition, grammar, and research writing courses in a variety of college settings
- Tutored college students in the topics of essay writing and research
- Other responsibilities included independent work (grading, lesson planning, maintenance of confidential student records, and critiquing student work) along with guided instruction and student correspondence

Customer Service: Home Depot, July 2008 – August 2010 (Henrietta, NY)

- Handled cash and credit purchases, directed customers to appropriate departments, answered customer questions about products or services, and sold store credit cards and extended service warranties

Administrative Assistant: Adecco, September 2006 – August 2008 (Rochester, NY)

- Temporary data entry positions at Paychex in Henrietta, NY, in 401k, Flexible Spending Accounts, Tax Pay, and State Unemployment Insurance departments
- Data entry work at Waste Management in Henrietta, NY, setting up and updating commercial and consumer accounts
- Shipping and packaging duties at UPS Supply Chain Services in Gates, NY, and Concentrix in Pittsford, NY