

Marissa Merkt

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## Digital Content Writer | Copy Editor | Communications Specialist

Versatile content writer and editor with experience in blog, email, newspaper and social media content. Proven ability to integrate out-of-the-box thinking and problem-solving analysis to improve processes, systems and methodologies.

### WORK EXPERIENCE

#### WEBITMD, Content Marketing Specialist, *Remote*

NOV 2023 - CURRENT

- Prepare assignment briefs for freelance writers and edit over 30 blogs per month
- Optimize and create new on-page content for clients based on SEO audits
- Conduct nurture audit on existing drip campaigns and suggest recommended updates
- Create digital assets to show client's subject matter expertise

#### TriMark Digital, Content Writer, *Raleigh, NC*

SEPT 2022 - AUG 2023

- Generated high-quality content that attracts, nurtures and converts leads across multiple platforms
- Assisted with multiple airtight, fully integrated playbooks for two important verticals
- Executed e-commerce messaging strategies established by Content Strategists
- Built campaigns for engagement and lead generation

#### Pillar Four, Staff Writer, *Raleigh, NC*

JAN 2022 - AUG 2022

- Wrote and edited in-depth mattress and product reviews
- Reviewed intern copy for grammatical mistakes and inconsistencies in the company's style guide
- Regularly rechecked existing web articles for errors and outdated information

#### CopyPress, Internal Copywriter, *Remote*

FEB 2021 - JAN 2022

- Wrote clear copy free of redundancies and grammatical errors
- Revised copy based on internal and client feedback
- Met article goal of writing 3,000 words a day and applied edits for a quick turnaround process

#### Brunswick Beacon, Staff Writer/Photographer, *Shallotte, NC*

MARCH 2020 - FEB 2021

- Captivated readers with coverage of events and local organizations
- Edited copy to ensure it met AP guidelines and was factually accurate
- Informed the public of important government changes

### FREELANCE WORK

#### The Climate Club, Editor, *Remote*

SEPT 2022 - CURRENT

Edit scientific terms and jargon into language that is widely accessible for online publication.

#### Gabi's Grounds, Grant Writer, *Raleigh, NC*

AUG 2022 - AUG 2023

Researched/found potential grant opportunities and prepared grant application responses.

#### Austin Pets Alive!, Profile Writer, *Austin, TX*

MAY 2017 - MAY 2022

Supported the adoption of rescued animals by crafting catchy bios for available cats and kittens.

#### EASTside Magazine, Freelance Writer, *Austin, TX*

SEPT 2019 - DEC 2019

Contributed to the entertainment section, focusing on hyper-local journalism to bring locals a sense of connection.

### INTERNSHIPS

#### Cider Spoon Stories, Intern, *Austin, TX*

FEB 2019 - APRIL 2019

Collaborated to develop brand strategy effectively to promote services provided in an engaging way.

#### Brittany's Hope, Intern, *Elizabethtown, PA*

MAY 2016 - AUG 2016

Assisted in non-profit marketing efforts via writing summer newsletter and composing email blasts.

### EDUCATION & CERTIFICATIONS

Shippensburg University — BA in Communications, emphasis in Print & PR

AUG 2013 - MAY 2017

HubSpot Academy — SEO Certification

JAN 2023

Fort Hays State University — Grant Writing Certification

JUNE 2021

### SKILLS

- Web Content Writing
- Organization
- Proofreading
- Time Management
- Research
- AP Style
- SEO
- Social Media
- WordPress
- Copywriting
- Interviewing
- Editing
- Meeting Deadlines
- Marketing
- Emails
- Blog Writing
- Pitching Ideas
- Grant Writing