# David Merritt

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## PROFILE

Resourceful and reliable home and lifestyle writer with over three years of experience producing engaging digital content across a variety of topics including interior design, gardening, home organization, and DIY. Skilled at crafting long-form features that balance trend awareness with practical advice. Adept at writing for digital audiences and optimizing content for visibility while maintaining a warm, down-to-earth tone that resonates with readers. Comfortable working independently, meeting deadlines, and adapting voice and structure to meet evolving editorial needs.

## EXPERIENCE

* Freelance Feature Writer – Interior & Lifestyle  
  Various Digital Publications (Remote)  
  February 2021 – Present

- Researched and wrote long-form articles ranging from seasonal décor trends to backyard garden builds and organization hacks for small spaces  
- Delivered high-quality drafts of 2,500–3,000 words within tight turnaround windows using content management systems like WordPress and Ghost  
- Developed SEO-conscious headlines and structured articles to meet content guidelines while preserving editorial creativity  
- Worked with editors to revise and polish drafts, maintaining a consistent tone and meeting voice standards specific to each platform  
- Covered trending topics tied to HGTV-style renovations, sustainable home choices, and design tips for modern living

* Content Contributor – Home & DIY Vertical  
  BrightLiving Blog Network (Remote)  
  June 2019 – January 2021

- Authored biweekly how-to guides and lifestyle pieces on smart home upgrades, decluttering methods, and color palette inspirations  
- Collaborated with an editorial team to brainstorm story angles and visual pairings aligned with seasonal editorial calendars  
- Integrated AP Style and brand-specific formatting across posts and built strong audience rapport with informative and accessible language

* Editorial Assistant – Habitat Weekly  
  Nashville, TN  
  March 2018 – May 2019

- Assisted in curating and editing home renovation and design features for print and web  
- Organized interviews with designers, realtors, and homeowners for trend-driven stories  
- Fact-checked articles and formatted pieces for CMS upload, gaining early familiarity with digital production cycles

## EDUCATION

A.A. in Liberal Arts – Writing Emphasis  
Nashville State Community College – Nashville, TN  
Graduated: May 2017

## SKILLS

- Long-form feature writing (2,500+ words)  
- Home, lifestyle, and garden content specialization  
- SEO best practices and headline writing  
- CMS tools: WordPress, Ghost, Wix  
- AP Style proficiency  
- Editorial collaboration and revision  
- Trend research and audience targeting  
- Photo sourcing and captioning basics

## INTERESTS

- Vintage farmhouse aesthetics and repurposed design  
- Indoor plant care and backyard herb gardens  
- Exploring antique markets for content ideas  
- Watching HGTV shows like Fixer Upper and Home Town  
- Testing DIY tutorials for realistic walkthroughs