

Meera Patel

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A Senior Editor with 10+ years of professional experience, specializing in copywriting, brand messaging, content strategy, and SEO marketing. A proven track record of developing high-impact web copy to drive traffic and improve user engagement.

Education

Bachelor of Arts (B.A.) English

University of San Diego, San Diego, CA
September 2007 - May 2011

Key Skills

- ◆ Editing
- ◆ SEO Marketing
- ◆ Copywriting
- ◆ Team Management
- ◆ Client Relations

Professional Experience

Senior Editor

Western Sun Marketing Consultants, San Diego, CA | October 2016 - Present

- Oversee all aspects of content development and editing for 350+ web pages to support digital marketing initiatives for enterprise clients across various industries
- Coordinate with client marketing teams and internal content teams to create high-impact SEO strategies and develop brand messaging in alignment with customer specifications
- ◆ Manage a large-scale rebranding project to overhaul web copy for a premiere technology company, resulting in a 300% increase in web traffic within six months

Editor

San Diego Brand Consulting Inc., San Diego, CA | May 2011 - October 2016

- Managed a team of copywriters and proofreaders to deliver web pages for small and medium-sized businesses throughout Southern California, which included overseeing all aspects of the editing process to enhance content quality
- Delivered constructive criticism and feedback to copywriters to improve keyword optimization and SEO impact for web copy and ensure client satisfaction