

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

TriMark Digital, Content Writer, *Raleigh, NC*

SEPT 2022 - CURRENT

- Generate high-quality content that attracts, nurtures and converts leads across multiple platforms
- Assisted with multiple airtight, fully integrated playbooks for two important verticals
- Execute messaging strategies established by Content Strategists
- Build 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- Regularly rechecked existing web articles for errors and outdated information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

BC Forward, Fraud Analyst, *Austin, TX*

JULY 2017 - AUG 2019

- Maintained an accuracy of over 99% while still maintaining daily review count
- Identified fraud trends on one of the largest social media account platforms
- Responsible for new member training

FREELANCE WORK

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

AUG 2022 - CURRENT

Research, find potential grant opportunities and prepare grant application responses.

The Climate Club, Editor, *Remote*

SEPT 2022 - CURRENT

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

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