

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

Vaultes, Contract Content Manager, Remote

JAN 2025 - CURRENT

- Partnered with the government product team to create more informative static page content, lowering total application backlog days from 160 to 8.
- Coordinate with stakeholders to define content needs, timelines, and priorities.
- Create, edit, and proofread content for accuracy, clarity, and compliance with federal standards (e.g., Section 508 accessibility).

WEBITMD, Contract Content Marketing Specialist, Remote

NOV 2023 - JULY 2024

- Prepared assignment briefs for freelance writers and edit over 30 blogs per month
- Optimized and created new on-page content for clients based on SEO audits
- Conducted nurture audit on existing drip campaigns and suggest recommended updates

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

Pillar Four, Contract 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- Regularly rechecked existing web articles for errors and outdated information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

MAR 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, Pro Bono Editor, Remote

SEPT 2022 - SEPT 2024

Edited 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 - APR 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

SKILLS

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|-----------------------|----------------|---------------------|
| • Web Content Writing | • AP Style | • Interviewing |
| • Organization | • SEO | • Editing |
| • Proofreading | • Social Media | • Meeting Deadlines |
| • Time Management | • WordPress | • Marketing |
| • Research | • Copywriting | • Email |