

Megan Etzel

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Senior Freelance Copywriter and Content Marketing Consultant

New York, NY | April 2015 – present

Consultation and day-to-day creation of marketing communications on a freelance and contract basis. Clients have included:

- *Peloton* - Copywriting for site, product, digital marketing
- *Walmart* - Social media management, content creation, project management
- *Fannie Mae* - Social media copy
- *ClassPass* - Video script copywriting, editing
- *Jet.com* - SEO copy
- *Jetty* - Copywriting, SEO and content marketing
- *CLEAR* - Site and email copywriting
- *Margaritaville* - Social media management, content creation, branding
- *Slice* - Blog copywriting
- *Waxspot* - Content creation, social media management
- *Pond5* - Print, social, and site copy
- *WeFind* - Content, copy, marketing consultation
- *ViewBug* - Social media management
- *Jack Isquith, Realtor* - Site construction, branding, social media, copy
- *Skywire Networks* - Branding, copywriting, marketing consultation
- *Luxholdups* - Product and site copywriting, SEO, branding

Content Marketing Manager | GRUBHUB / SEAMLESS

New York, NY | Jan 2013 – April 2015

- Created and managed award-winning brand/social initiatives and partnerships
- Produced and posted daily content across social media platforms
- Analyzed and compiled reporting for content and social media marketing
- Directed multiple simultaneous social media agency relationships
- Creator, editor, author, and admin for blog after GrubHub/Seamless merger
- Optimized Seamless.com copy and content for SEO and conversion
- Developed, directed, and executed SEO-focused restaurant sites project

Digital Executive | GUINNESS WORLD RECORDS

New York, NY | April 2012 – Dec 2012

- Collaborated with PR and records teams to generate and publish content
- Designed, edited, wrote, and produced daily social and site content

Marketing Communications and Community Manager | ANIMOTO

New York, NY | Aug 2009 – April 2012

- Developed and provided voice of company for social, emails, site, apps, and blog through brand development and copywriting
- Directed marketing, social, and site editorial calendars
- Managed, posted, and curated social media and blog posts
- Served as point of contact for PR agencies, interns, events, and product teams

Subscriber Services | PITTSBURGH SYMPHONY & CULTURAL TRUST

Pittsburgh, PA | Mar 2006 – July 2009

- Assisted patrons with purchases and donations through citywide arts database

MARKETING

Copywriting
Branding
SEO Implementation
Content Strategy
Content Management
Project Management
RFPs
Press Releases
Helpdesk
Internal Comm

SOCIAL MEDIA

Facebook
Twitter
Instagram
Pinterest

WEB & UX

HTML
Photoshop
Final Cut
Wordpress
Adobe Suite

TOOLS

Microsoft Office
Google Drive
Google Analytics
JIRA
Monday.com
Asana
Trello
FogBugz
Basecamp
Salesforce

Carnegie Mellon University

H. John Heinz III College of
Information Systems
and Public Policy
Masters, Arts Management
2009

Point Park University

School of Business
Bachelor of Science,
Sport, Art, & Entertainment
Management
2006