

Megan Gates

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PORTFOLIO | SEO COPYWRITER | DIGITAL MARKETING | PUBLISHED AUTHOR

Hi there! I'm a detail-oriented copywriter who uses your brand's voice to translate complex ideas into clear, concise copy for consumer-facing products. I pull the strings of emotion, creativity, and humor to captivate audiences and convert them to loyal customers.

Skills

- Script Writing | Email Marketing
- SEO Blogs | Social Media Posts
- Website Content | Paid Media
- Content Marketing | Google Drive
- Editing | Proofreading
- Storytelling | Humor | Pop Culture

Content Editor and Writer | 919 Marketing

March 2021 – September 2023

Create engaging consumer-facing copy that speaks to target audiences via email campaigns, paid social media advertisements, and scripted video promotions.

- Increased Special Olympics' website traffic by 22% with SEO blogs.
- Boosted multi-channel engagement for the College Foundation of North Carolina by 25% with targeted Google ads and strategic social media campaigns.
- Doubled social media engagement for four clients within 12 months of working at 919 Marketing by keeping my fingers on the pulse of the SEO trends and favorable algorithms.
- Create social media posts, video ideas, and scripts for Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube.
- Pitch, write, and develop audio scripts to promote client campaigns and new products on commercial and radio platforms.
- Collaborate with the design team to create eye-catching visuals for social media marketing efforts.

Contributing Editor | BAUCE Beauty and Lifestyle Magazine

January 2019 – March 2021

Write daily blog content and meta descriptions correlating with BAUCE Magazine's mission and purpose.

- Research trending news and general pop-culture concerns among millennials and Gen-Z. This generated an 18% increase in website retention by writing "Kiss my Ash", an informative yet fun SEO blog on the best produce to eat during the winter for flawless skin.
 - [Please click here to view.](#)
- Utilized research findings on millennials' top fears to write an SEO blog that tailors directly to their financial insecurity in the workplace. This resulted in triple the number of shares across digital platforms, boosting BAUCE Magazine's online presence.
 - [Please click here to view.](#)
- Pitch stories and generate headline ideas in alignment with target audiences' preferences.
- Interview self-made entrepreneurs for feature stories to inspire millennial entrepreneurs.
- Write scripts when hosting interviews for feature stories.

SEO Content Manager | Gates Girl LLC

March 2018 – January 2019

Create Web Copy for the entire website. Use SEO Optimizing headlines and trending keywords to test meta descriptions and product descriptions.

- Generated a 15% increase in email subscribers by writing an article that focused on health and body positivity. Health and “body goals” are proven concerns for young adults.
- Utilize buzz from trending topics such as Simone Biles’ performance in the Tokyo Olympics to increase mental health awareness.
- Supervise layout (blog format, artwork, and photography) and check content for accuracy and errors.
- Create daily blog content specializing in how-to’s and longer article forms.
- Produce email copy by creating in-house graphics and utilizing functions in Mailchimp.

Marketing Manager | The Scion Group

December 2017 – November 2018

Plan project marketing initiatives to test consumer engagement. Cultivate social media marketing strategies and on-campus collaborations to increase residential occupancy. Key results include:

- Design a 4-month marketing campaign resulting in an 18% increase in lease renewal rates.
- Host a Super Bowl LII watch party leading to 50 newly signed leases.
- Tripled community Instagram followers in 6 weeks by cultivating social media strategies.

EDUCATION

Public Relations Degree | University of Central Missouri, Warrensburg, MO | Class of Fall 2017