

MEGAN MAHAN FLETCHER

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PROFILE

Creative marketing copywriter and Web editor, with five years experience in creating kickin' copy that converts. Experienced in supervising junior writers, working in-house and as part of client services team. Current responsibilities include digital, social media and content strategy for non-profit and advocacy clients, including the top, multimillion dollar account at Virilion, Inc.

EXPERIENCE

UX

Demonstrated strong command of best practices in user experience, skills illustrated in major website redesigns and rigorous testing models. Examples include redesigns of InsureMe.com, Agent.InsureMe.com and its corporate blogs.

WEB COPY

Created Web copy that converted insurance shoppers to completed leads and insurance agents to clients. Wrote and maintained comprehensive resource center with 700+ articles to obtain first page keyword rankings across major search engines. Led content coordination across team of writers and authored and edited B-to-B and B-to-C e-newsletters, landing pages and paid search advertisements.

SOCIAL MEDIA + MULTIMEDIA

Authored scripts, created and edited how-to and viral marketing videos. Crafted social media strategies and executed outreach for non-profit and advocacy clients. Experienced in ghostwriting for corporate blogs and social media profiles. Active presence on social media platforms and experienced with Web-based tools and platforms.

PRINT COPY

Created marketing materials including sales packets, brochures, fliers and white papers. Six-time featured writer for the TAAR Report on topics including online marketing, blogging, design and branding. Created series of print advertisements for the Society for Human Resource Management (SHRM) events, which ran in major trade publications and newspapers.

PR + PUBLIC SPEAKING

Experienced in media monitoring of mainstream and social media, as well as subsequent rapid response communications. Handled interviews with media outlets and high-profile organizations and agencies. Authored many non-vanilla press releases. Selected as keynote speaker on online marketing at 2007 HIGH TECC Summit in Vail, Colo.

WORK HISTORY

Associate Editor, Virilion; Washington, D.C., Sept. 2008-Present

Marketing Copywriter, Society for Human Resource Management (SHRM); Alexandria, Va., May 2008-Sept. 2008

Lead Copywriter, InsureMe; Englewood, Colo., June 2005-March 2008

Marketing Copywriter + Consultant, The Anderson Agency Network (Freelance), 2005-2008

Project Coordinator + Copywriter, PTE-China.org (Freelance), 2007

Student Clerk, University of Iowa Student Health Service; Iowa City, Iowa, 2001-2005

EDUCATION

University of Iowa, Iowa City, Iowa – BA French; Minor English, 2004

> Recipient Lawrence Fairall Scholarship for Iowa fiction writers, 2002

> Accepted to undergraduate non-fiction workshop, 2003

> Dean's list student, 2003 and 2004

INTERESTS

France and French, music, physical fitness, travel and technology.

REFERRALS

Upon request.