

# Megan Edmiston

## Say Hello

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## What I do

copywriting | print, digital, tv, radio  
content strategy  
information architecture  
brand messaging  
Style guides  
ux writing  
user experience  
sitemaps  
web experiences  
digital products  
campaign ideation and execution

## Where I learned

### UX Writing Hub

UX Writing & Content Design  
2019

### San Diego Portfolio School

Copywriting Certification  
2015-2016

### University of Colorado

B.A in International Affairs w/ honors  
Boulder, CO | December 2012  
Concentration Areas:  
Human Rights, Middle East, Africa

### Franklin College

Photography & Photojournalism  
Lugano, Switzerland | July 2009

*\*won 1st place for environmental  
photography campaign*

### The Accord School

French Language Study  
Certificate of French fluency  
Paris, France | May 2011

### NY Institute of Photography

Certificate of Mastery  
Professional Photography  
January 2013

## Experience

### Traina Design / Sept 2019 – July 2020 | Senior Brand Writer

- Content and brand lead for Uniworld River Cruises, an international luxury brand, and U River Cruises, a sister brand targeted towards younger, more active travelers.
- Oversaw campaigns for print, digital, tv, and radio for both brands.
- Led new itinerary launches, including Uniworld's first cruise in South America.
- Implemented end-to-end copy process, specifically to pivot agency towards content first design.
- Strategized naming, brand platforms, messaging, voice, and tone for B2B and B2C businesses
- Additional clients include: Motosonora Brewery, Evergood Sausage, Sleepyhead, Brooklyn Brewery, Picture Genetics, DNA Script, 10x Genomics

### Hornblower Cruises & Events / May 2018 – Sep 2019 | Corporate Content Strategy Manager

- Content and brand lead for corporate business and 12 local ports throughout the United States
- Developed content strategy, voice, tone, and messaging to be used across multiple channels
- Created user persona identification and journey mapping for B2C and B2B segments of company, including dining cruises, corporate, and weddings
- Lead content strategy for website redesign and app launch
- Implemented user testing and a new design for checkout process, resulting in a 44% increase in conversion
- Created a visual and writing style guide for websites and products
- Hired, managed, and grew a team of in-house copywriters and freelancers.
- Tested copy that resulted in 20% increase in email click throughs
- Collaborate cross-functionally with design teams on integrated campaigns
- Write advertising and product copy for both B2B and B2C markets
- Strategized editorial content to meet brand-wide goals

### Tony Robbins, Robbins Research Intl / Feb 2016 – May 2018 | Senior Copywriter

- Rebrand lead overseeing brand platform, messaging, voice and tone for the live events, coaching, and products side of the Tony Robbins brand.
- Lead user persona identification and journey mapping sessions for both B2B and B2C business
- Developed information architecture for website redesign
- Create UX content strategy for website, Breakthrough app, and Facebook chatbot
- Executed naming strategy for launch of new health supplement line
- Wrote all content for holiday, event, and product launch campaigns
- Managed email marketing strategy and execution, resulting in a 43% increase in engagement for a subscriber base of 650,000

### Fifty & Fifty Agency / Sept 2015 – Feb 2016 | Junior Copywriter and Digital Content Strategist

- Performed content audits and crafted information architecture and visual sitemaps for all new clients
- Worked cross-functionally to craft user experience from end-to-end during product development, emphasizing content first design
- Managed content strategy and wrote copy for digital products and web experiences
- Oversaw brand platform, messaging, voice & tone for both existing brand voices and new ones
- Developed multi-channel content strategy for both evergreen content and seasonal campaigns
- Clients include: Bruce Lee Foundation, Good Food Institute, Lifestraw, Blue Planet Foundation, Generosity Water, United Way, International Justice Mission

### Social Robot / Nov 2014 – Sept 2015 | Junior Copywriter and Brand Strategist

- Created and managed the social brand voice for The Nolitan Hotel and Glaze Teriyaki
- Grew Glaze Teriyaki's Instagram from 1K to 7K in two months
- Grew Nolitan Hotel's Instagram from 1K to 5K followers in one month

### Kate Ryan Inc/ April 2014 – Jan 2015 | Creative Marketing Associate

- Managed campaigns to promote our 12 represented photographers
- Served as a junior producer on shoots and served as the photographer's assistant when needed
- Prepared promo materials for go-sees and client meetings
- Wrote copy for email marketing, strategy, and social media campaigns for both the agency and clients

### The World Outline / Jan 2013 – Jan 2014 | Junior Editor

- Managed breaking news vertical
- Assigned and edited stories for 50 North American contributors
- Website was in top 3 million eight weeks after launching without any funding
- Viewed in 140 countries with 60,000 unique visits daily