

Meredith Kisow

COMMUNICATOR & COPYWRITER

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OBJECTIVE

I am pursuing a pleasant work environment where I can apply my skills to support a company's goals and that of its clients. I would delight in the chance to collaborate with other creatives and be a part of an educationally-encouraging atmosphere as I am passionate about learning and developing my craft.

EDUCATION

Louisiana State University | December 2015
Baton Rouge, LA

- Obtained a Bachelor of Arts in mass communication with a concentration in public relations from theanship School of Mass Communication
- Minored in business administration
- Participated in a study abroad program in Germany from June 21, 2014 to July 26, 2014

Metropolitan Community College—Blue River | May 2012

Independence, MO

- Obtained an Associate in Arts—Business

SKILLS & ACTIVITIES

Familiar with WordPress

Proficient on Mac and PC

Trained in Google Analytics & Keyword Planner

Knowledgeable of Social Media Scheduling Software and Platforms

EXPERIENCE

Lead Copywriter | December 2015—Current

Catapult Creative Media | Baton Rouge, LA

- Write client website, blog, and print material content
- Optimize website and blog content for search engine results
- Meet with clients and help assess their business needs
- Manage interns and delegate appropriate tasks
- Collaborate with designers, brand strategists, and developers to maintain client brands

Public Relations Intern | April 2015—December 2015

Catapult Creative Media | Baton Rouge, LA

- Wrote industry relevant blogs for Catapult and Catapult's clients
- Helped organize a silent auction fundraiser for Our Lady of the Lake Children's Hospital
- Maintained Catapult's social media plan
- Met with clients and helped assess their business needs
- Supported Catapult's day-to-day operations

Writing Director | August 2015—December 2015

Service Learning Class I LSU, Baton Rouge, LA

- Worked as part of a public relations team to evaluate Youth Oasis Children's Shelter and build a year-long campaign
- Assisted in the coordination of a fundraising event
- Gained sponsors and donations for client
- Wrote content for numerous tangibles
- Helped maintain client's social media accounts

Sales & Support Generalist | September 2015—July 2016

Victoria's Secret | Baton Rouge, LA

- Directed customers to requested items
- Assisted customers ready to purchase
- Replenished items on selling floor
- Educated customers on products
- Rearranged and maintained selling floor

Social Media Firm Member | September 2014—May 2015

ImPrint Communications | LSU, Baton Rouge

- Worked with a team to manage social media accounts for clients
- Created social media accounts for clients
- Generated weekly social media plans for each client
- Met with clients to establish social media goals
- Photographed client's work environments for social media posts