

JORDAN MERIMEE

EDITORIAL CONTENT LEAD

ABOUT ME

I'm an editorial content lead with an equal passion for conversions, craft, and bringing out the best in my team. I have nine years of experience managing content at marketing agencies and tech companies. I produce educational content that often requires legal compliance. I have fun taking complex subject matter and making it engaging and human. The most rewarding part of my role is managing, mentoring, and empowering writers.

EDUCATION

THEATER ARTS, B.A.

Magna Cum Laude, Phi Beta Kappa, 3.9 GPA.

Playwriting, Screenwriting.

University of Southern California
2009-2013

- Delivered the commencement speech at my graduation
- Wrote three plays produced by the School of Dramatic Arts

KEY SKILLS

People management • SEO strategy
Writing & editing • Content marketing
Project management • Public speaking
Legal compliance • Style guide creation

AWARDS

Wpromote - Employee of the Month -
November 2019

SELECT EXPERIENCE

CONTENT EDITOR

Chime | Mar 2022 - Current

- Recruit, train, and manage a first-in-class team of financial contract writers
- Own the strategy and execution of the Chime editorial program, leveraging data to increase engagement and conversions
- Collaborate with cross-channel leaders to unify the marketing narrative with unique brand content
- Research, brief, copyedit, fact-check, and project manage 20+ pieces of new content per month
- Develop and maintain brand style guides for scale

SENIOR CONTENT CREATOR

Wpromote | May 2014 - Mar 2022

- Create actionable educational content leading to \$50k+ in quarterly sales and 40k+ new site users for a water filtration client
- Scale new content offerings for email, PC, and social channels
- Draft departmental onboarding for new hires; train new writers and content marketers
- Execute style guides for multinational brands

CUSTOMER SUPPORT AGENT

Hulu | May 2013 - May 2014

- Templatize macros for company comms regarding content availability and rights acquisition
- Draft and deliver departmental training on customer de-escalation

CONTACT INFORMATION

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