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# Melody Weister

## Copywriter

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## SUMMARY

Detail-oriented copywriter and law student with a decade of versatile experience in developing content strategies and creating company newsletters, promotional copy, marketing emails, corporate newsletters, technical copy, press releases, and SEO-optimized blogs.

## EXPERIENCE

### **Mind Reader Products** - *Content Writer*

JULY 2020 - PRESENT

- Created promotional copy to meet brand standards for use across multiple e-commerce platforms, including Amazon, Wayfair, Home Depot, Lowe's, Wal-Mart, and more.
- Converted bullet points and product descriptions into appropriate enhanced content for Amazon A+ pages.
- Proofread and updated older content, graphics, and other items.
- Independently managed time and met monthly content deadlines.

### **C+A Global, Edison, NJ** - *Senior Copywriter*

MAY 2018 - JULY 2020

- Wrote and edited marketing copy, sell sheets, brochures, and packaging for KODAK, Polaroid, Lifeprint, and other in-house brands, following each brand's unique guidelines. Worked with social media team and art and creative directors to develop unique content strategy for in-house and globally licensed brands.
- Wrote user manuals for a diverse portfolio of brands and products, including Polaroid and KODAK. Performed personal research and testing on each product, and worked with R&D team and production factories to ensure products worked as directed, translating complicated instructions into easy-to-understand guides, and paying special attention to each brand's distinctive voice.
- Ensured that all documents produced and developed were technically and grammatically correct, including all necessary legal copy, working

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with designers from start to finish, so each document was ready to ship when products launched.

- Created SEO-optimized web content for Amazon product listings, email campaigns, and product landing pages.

### **Destination Realty, LLC (Remote) - Marketing Copywriter**

APRIL 2013 - MAY 2018

- Wrote company press releases. Craigslist ads, and marketing portal posts to advertise new units to customers.
- Researched, wrote, edited, published, and promoted all blog posts.
- Used Photoshop to edit photos of properties for posting online.
- Communicated remotely and conducted remote training with new staff members regarding new or updated software and processes.
- Redesigned company website for modern web standards, usability, search engine optimization (SEO), and user-friendliness.

### **TalentZoo Media; WebDesignerDepot (Remote) - Regular Contributing Blogger**

2011 - 2013

- Pitched various ideas and developed content strategies or accepted assignments for themed posts. Ensured all copy was SEO optimized.
- Researched, wrote, and submitted all posts to the managing editor.
- Made edits and designed graphics as needed for all published articles.
- Promoted articles across social media platforms, message boards, etc.

## **EDUCATION**

### **Seton Hall Law School, Newark, NJ - JD Student**

AUGUST 2020 - PRESENT

1L student, Part-Time Weekend program. Anticipated graduation date: 2024.

Recipient of Distinguished Weekend Student scholarship.

### **Lycoming College, Williamsport, PA - Bachelor of Arts: Creative Writing**

AUGUST 2005 - MAY 2009

Graduated *magna cum laude*, with departmental honors; 4.0 GPA within major, 3.8 overall GPA.

Activities and Societies: Sigma Tau Delta (National English Honors Society), Alpha Rho Omega, Gamma Sigma Alpha (National Greek Organization Honors Society), The Tributary (Campus Literary Magazine), English Society.

## **AWARDS**

Lycoming College, 2009: **John P. Graham** award for highest GPA in English among graduating English majors.