

Megi Meskhi, Content Writer

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PROFILE

Experienced and versatile writer and editor with additional background in social media, marketing and creative strategy, and copywriting, passionate about creating high-quality, engaging content

EMPLOYMENT HISTORY

Mar 2022 — Present	Writer/Editor, Freelance	New York City
	<ul style="list-style-type: none">Increased viewership by creating content strategies that promote and optimize content for search engine optimization (SEO)Wrote and edited blog posts and marketing materials such as press releases and brochuresBolstered sales by writing television ads for an independent marketing companyReviewed and edited a manuscript for grammar, spelling, and punctuation errors to ensure accuracy and consistency	
Apr 2020 — Apr 2022	Co-Founder, Social and Lifestyle Editor, The Interlude	New York City
	<ul style="list-style-type: none">Created and managed content on Facebook, Twitter, and Instagram to increase brand awareness and engagement, receiving 10,000 views in the first month of operationSteadily grew online viewership by monitoring and analyzing website and social media analytics to identify trends and reporting opportunities, keeping content up-to-date and relevantResearched and wrote articles on lifestyle, beauty, business, and immigrationEdited and proofread content to ensure quality and accuracy before publication	
Sep 2019 — Jan 2020	Editorial Intern, Bustle Media Group	New York City
	<ul style="list-style-type: none">Wrote top performing articles about lifestyle and beauty in accordance to SEO guidelinesGrew company's source list by 20% by recruiting industry professionals to ensure relevance and accuracy of written contentResearched and pitched timely stories during weekly editorial meetings	
Jan 2019 — Aug 2019	Editorial Intern, HerMoney Media	New York City
	<ul style="list-style-type: none">Researched and wrote how-tos, blog posts, infographics and long-form articles on personal finance, insurance, taxes.Assisted staff with data research and social media contentGhost-wrote articles in executive editor's name for a partner website	

EDUCATION

Sep 2015 — May 2019	Bachelor of Arts, New York University	New York City
	Double-majored in journalism and political science learning skills such as reporting, multimedia editing, video producing, data analysis, researching	

SKILLS

Adobe Photoshop	Multitasking Skills
Microsoft Office Word	Project Management
Microsoft PowerPoint	Adaptability
Microsoft Excel	Adobe Premiere Pro
Microsoft Office	

LANGUAGES

Russian	Native speaker	Georgian	Native speaker
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