

**Maggie Meade**  
**Digital Content Creator | Generate, Edit, Publish, Optimize, Market, Manage – est. 2003**  
<https://www.maggiemeade.com>

Diversely talented digital content and web marketing professional with extensive copywriting, content publishing, editing, optimizing and lifecycle management experience. Brilliant SEO strategist, with deep understanding of best practices; able to optimize content in an engaging and relevant manner to cross over into search dominance. Creator of the #1 ranked baby food website WholesomeBabyFood.com (acquired by Evolve Media Corp). Sole content manager, copywriter, SEO, IA, Social Media, manager of advertising relationships.

**Skills and Highlights:**

- Content publishing to engage audiences, top search positioning and drive leads
- SEO and content optimization to drive new leads
- Metadata maven
- Ability to build digital audiences and convert leads
- Skilled with pushing content to a variety of digital Channels
- Online research and DMCA expert
- Graphic Design - web and print
- Social media channel management & promotions
- Email Campaign Platforms
- Copywriting experience for both print and web
- Adobe Creative Suite v. 2 to present CC 2019
- CMS platforms and blogging software
- Published author
- CRM Integration to streamline web generated leads
- Web tools, reporting and Google tools

**Employment History:**

**Independent Contractor**

**2017 to Present**

**Northstar Industries**

**Digital Content Creator**

Executed projects directed at maximizing company profitability by increasing brand awareness within the natural gas industry. Key responsibilities included web redesign and deployment; content creation, producing marketing collateral, pitch decks, graphic design, social media, association outreach and other duties at the direction of company leadership. Support the Business Development Manager and executive staff by identifying leads, scheduling meetings, attending tradeshow and conferences, organizing RFP and Bid documents and managing sales related documentation and information.

- Organized, designed and implemented the new Northstar corporate website involving copywriting, graphics, photograph selection, SEO and other actions necessary to complete and revitalize the project
- Create lasting digital strategies to increase brand awareness, leads through robust SEO, engaging content, calls-to-action, key landing pages and digital downloads. Track and report key performance indicators and metrics
- Implementation of business sales strategies, marketing campaigns aligned with increasing brand awareness in the energy sector and preserving consistency of corporate message
- Design and create both traditional print and digital collateral; graphic design and digital design duties
- Develop and conduct online, email and traditional direct mailing campaigns for target customers

**Web Kare, LLC**

A firm serving clients in the Industrial business market.

- Copywriting, graphics creation, procure and select photographs, SEO and other work necessary to complete and refresh projects
- Adobe Creative Cloud 2019; Photoshop, Dreamweaver, Illustrator, WordPress
- New client website design and existing client website redesigns and deployment

**Rescon Basement Solutions**

**2014 to 2017**

**Digital Content Creator and Marketing Manager**

Provide lifecycle management of all content while creating and publishing engaging, SEO rich copy for corporate websites using extraordinary writing skills, content strategies, visual design and information architecture best practices. Design and produce web banners and website graphics, printed marketing materials, PDFs, and presentations. Best SEO,

content optimization practices propelled website into first page results for 95% of targeted keywords in top 5 tiers delivering strong business results.

- Planned and executed all phases of a blog and principal website migration from managed ASPX CMS platform to independent WordPress builds
- Restructured all content and landing pages to improve clarity and increase conversion, generating daily leads
- Create SEO and other digital strategies to grow brand awareness and organic leads, expanding reach for leads and increased revenue yearly
- Responsible for development, content publishing and technical maintenance of corporate websites to ensure relevancy, conversions, accuracy and consistency of corporate branding
- Grow leads by converting site traffic through calls-to-action, landing pages, and lead generating content
- Track and report on key web performance indicators and metrics

#### **WholesomeBabyFoodGuide.com**

**Present**

**Information Architect, Blog Writer and Social Media Manager**

#### **Momtastic - WholesomeBabyFood.com**

**2011 to 2013**

**Content Development, SEO and Social Media Manager - Consultant**

#### **WholesomeBabyFood.com – Acquired by Evolve Media**

**2003 to 2011**

**Sole Proprietor and Content Creator**

Content Creator and Sole Proprietor - Wholesomebabyfood.com, a #1 rated destination website for food and nutrition in the parenting segment. Grew audience to average over 1 million visitors per month (November 2010).

- Developed, wrote and published over 400 pages of original health related content
- Guided all content, marketing and business aspects of the WholesomeBabyFood.com website
- Architected information flow to enhance user experience, engage and retain visitors
- SEO optimization to increase organic referrals and position website to #1 for over 55 targeted keywords
- Design and implement digital strategy, social media profiles and brand communication paths
- Managed ad sales, campaigns with key digital ad agencies such as Federated Media, Gorilla Nation, Burst Media
- Affiliate marketing and monetization of website and digital social channels
- Web server and database maintenance and file management
- Google tools to analyze traffic, engagement and website integrity

#### **Published Author:**

- *The Wholesome Baby Food Guide*, 2012 Grand Central Life & Style, a division of Hachette Book Group
- *Slow Cooker Baby Food*, September 2018, Harvard Common Press, a division of Quarto Publishing Group

#### **Freelance and Contributor:**

Freelance digital marketing, sales, content creation and optimization, research, graphic design, and advice for owned properties and various media outlets including: The Bump, Momtastic.com, SheKnows.com, Babble.com, TheStir, EMAB, CafeMom, Women's World, Pregnancy and Baby Magazine, BabyTalk Magazine and more.

#### **Honors and Accomplishments:**

- **Parent's Choice Website Award #1 Infant Feeding/Nutrition site - SheKnows.com for WholesomeBabyFood.com**  
SheKnows is a top 5 web destination for women with over 7 million unique visitors per month.
- **HON Code Certification** - A non-profit, accredited to the Economic and Social Council of the United Nations. Received the HON stamp of approval in 2008 to present. The HON Foundation is a Non-Governmental Organization, internationally known for its pioneering work in the field of health information ethics.
- **Service Star JP Morgan Chase – Internal October 2000**  
Received 7 Service Star awards (throughout tenure) from peers and supervisors for outstanding performance and service within the corporation. Awards were given specifically from the Infrastructure, Development and Production team divisions.
- **Meritorious Performance Award Star** Resolution Trust Corp./Federal Deposit Insurance Corp – 1994 Received the Meritorious Performance Award for work performed on a networked U.S. Congressional legal case- reporting database.