

MELODY KEILIG

COPYWRITER, CONTENT WRITER, JOURNALIST

CONTACT

- 641-856-7508
- melodyjkeilig@gmail.com
- www.melodykeiligcopywriting.com
- Derry, New Hampshire, USA

SKILLS

- Research / Interviews
- Content Strategy / Storyboarding
- Writing / Editing / Story Pitching
- Photography / Photo Layout
- Associated Press (AP) Style
- Search Engine Optimization (SEO)
- Cross-functional Teamwork
- Social Media Content
- Problem-Solving
- Adobe InDesign

EDUCATION

M.A. Journalism

Emerson College

Boston, MA
2016 & 2022

Accepted into Emerson College as part of their first one-year journalism program in 2016. Decided to withdraw to seek other program options, but completed original degree in 2022.

B.A. Communication Studies & Photography

New England College

Henniker, NH
2012 – 2015

Earned Commendation for Outstanding Achievement in Communication Studies

CERTIFICATIONS

Hubspot Academy
Content Marketing

Udemy
Copywriting

PROFILE

I am a freelance writer and journalist experienced in copywriting, content marketing, and storytelling.

Whether writing articles or creating social media content, I produce engaging, informative, and impactful work for various clients across industries.

My specialties include writing social media copy, newsletters, blog posts, press releases, website copy, and crafting content plans and schedules.

CAREER EXPERIENCE

Digital Marketing Coordinator

Franco-American Centre (FAC) 2024 – Present

I support internal and external communications and marketing efforts for the Franco-American Centre in promoting French heritage, culture, and language in New Hampshire and beyond.

My responsibilities include:

- Creating and implementing a social media schedule to promote upcoming events and activities using Facebook, Instagram, LinkedIn, and X.
- Create and edit social media posts and regularly scheduled newsletters through Constant Contact.
- Mentor FAC interns who generate content for blog posts and event promotion.
- Represent FAC at multicultural festivals, school programs, and trade shows.
- Provide project/operational assistance as needed.

Copywriter

TB Media Group 2023 – Present

I fulfill a freelance copywriting role crafting creative social media posts for various agency clients.

Overall, my role is as follows:

- Develop and write engaging social media copy for multiple platforms, including Facebook, Instagram, and LinkedIn to increase engagement, build brand awareness, and drive online traffic.
- Create client copy for social media and newsletter campaigns that align with the client's tone, voice, and messaging goals.
- Research, study, and stay up-to-date on social media trends and best practices to incorporate the latest strategies and techniques for successful social media marketing initiatives.
- Collaborate with cross-functional teams, including graphic designers, brand managers, and marketing teams, to ensure cohesive messaging across various channels.
- Use analytics and performance metrics to track and review the impact of social media content and adjust strategies accordingly.
- Ensure compliance with brand standards and adhere to legal guidelines while creating copy for social media.

Content Writer

WriterArmy 2022 – 2023

Wrote travel blog posts bi-monthly to market vacation hotspots in the United States and Canada. From restaurants to attractions to hotels, I shared the benefits of staying with a particular hotel and what visitors can expect during their stay.

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Full-Time Content Writer

BlueKube Brands

2021 – 2023

- Wrote blog content and website copy for an online marketing company that creates products to simplify daily tasks, such as Porch Potty, the original indoor potty for dogs.
- Conducted interviews with experts such as dog behaviorists and vets to write Q&A articles about their professions.
- Collaborated with the team's graphic designer to create relevant and engaging images for every blog post.

Copywriter & Content Writer

Better Homes & Gardens Real Estate (BHGRE) HomeCity

2021 – 2023

- Wrote copy and blog posts for Better Homes and Gardens Real Estate.
- Received topics for blog posts on the BHGRE: HomeCity blog based in Texas.
- Conducted research to craft professional yet conversational blog posts to educate readers about topics such as buying or selling a home.

Temp. File Clerk to Contractor

Canon Business Process Services
Keene, NH

2019 – 2021

- Entered policy numbers into the Liberty Mutual L-RAM system to determine status, then organized and boxed physical files for company pick-up.
- After being promoted to the Contractor role, I assisted the Liberty Mutual paralegal team in locating subpoenas and mailing claims letters to recipients.

Content Writer & Editor

Dotdash

2018 – 2019

- Edited online content for Dotdash (formerly About.com), which included correcting spelling and grammar mistakes, replacing broken links, and finding photos through Getty Images that portrayed the article's main idea.

Staff Writer, Photographer, & Publisher's Assistant

Wayne County Newspapers, Inc.
Corydon, IA

2018

- Wrote feature stories highlighting community figures and local news.
- Conducted interviews with community figures and residents for articles.
- Positioned photos, articles, and advertisements for print using InDesign.
- Edited and proofread stories to ensure accuracy and alignment with the style guide.
- Addressed unexpected issues, pivoted as needed when key contacts were unavailable, and quickly shifted to cover breaking news.
- Balanced responsibilities across multiple priorities and completed the full scope of well-researched and refined deliverables while meeting deadlines.

Content Writer

The David Pakman Show
Boston, MA

2016 – 2017

- Authored blog posts for the host to summarize the latest episodes of the show.
- Contacted prospective guests to be featured for interviews and debates.
- Reached out to political influencers through Twitter to promote episodes.

*The views and opinions expressed on The David Pakman Show are those of David Pakman and do not necessarily reflect my own views and opinions.

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Temporary Office Assistant

CIEE Council on International Educational Exchange

2016

Portland, ME

- Temped for CIEE's Work and Travel USA program, which assisted students worldwide in the hiring process to work in the United States for the summer.
- Contacted student representatives to inform them of any updates or issues with student applications, primarily to ensure students submitted required documentation.

Editor-in-Chief, *The New Englander*

New England College

2014 – 2015

Henniker, NH

- Selected by an academic advisor to be Editor-in-Chief of the campus newspaper.
- Managed the entire publication process of the student-run campus newspaper, from initial submissions to the final layout and publication.
- Responsible for overseeing and final editing of every issue.
- Edited news, sports, editorials, arts and entertainment, student life, and all other pieces submitted by contributing writers, as well as approved the content of each article.
- Assisted new writers with their submissions and taught them how to write for print newspapers.