

Megan Mowery

E-Commerce Writer & Editor

EXPERIENCE

Reader's Digest / Trusted Media Brands

Senior Shopping Editor | September 2021 - Current | Remote

- >Manage Reader's Digest shopping editorial team, made of in-house editors and freelancers
- >Collaborate on editorial and affiliate strategy to drive revenue from affiliate partners
- >Hire, manage, and mentor direct reports
- >Use analytics tools and data to monitor content performance and strategy
- >Compile timely reports with actionable insights
- >Spearhead affiliate content plans around tentpole shopping events such as Black Friday and Amazon Prime Day
- >Edit content for grammar, voice, product choice, affiliate, and SEO strength
- >Oversee content production and day-to-day managerial tasks
- >Lead brainstorming sessions and content planning

Meredith Corporation Digital Group

Branded E-Commerce Writer | May 2019 - Current | Des Moines, IA

- >Pitch, write, and produce branded performance articles for large and small clients
- >Assist in the direction, execution, and management of campaign strategy
- >Strategize, pitch, and write e-commerce shopping articles across a variety of Meredith brands
- >Consistently meet and exceed revenue goals
- >Write strategic content for Amazon's Onsite Associates program
- >Guided creation and growth of Meredith's branded performance content team

Meredith Corporation E-Commerce Shop

Editorial Intern | 2018 - 2019 | Des Moines, IA

- >Pitched SEO-friendly e-commerce content and sponsored content on a weekly basis
- >Wrote daily content across Meredith brands, including People, Real Simple, Shape
- >Assisted with the launches of the People Shop and Martha Stewart Living Shop
- >Created affiliate links across Meredith brands

Ad Age

ASME Intern | Summer 2018 | New York, NY

- >Wrote daily breaking news and entertainment stories for adage.com
- >Shot and edited video
- >Interviewed C-Level executives
- >Attended and reported on industry events
- >Assisted with social media content creation

American Patchwork & Quilting Crafts Group

Editorial Apprentice | 2017 - 2018 | Des Moines, IA

- >Worked with American Patchwork & Quilting, Quilts and More, and Quilt Sampler magazines
- >Assisted with digital content creation, social media, and writing copy for the magazines
- >Communicated and maintained relationships with quilting industry professionals

Drake Magazine

Editor in Chief | Drake University | 2017 - 2018 | Des Moines, IA

- >Led the staff to win an Associated Collegiate Press Pacemaker Award
- >Hired, managed and led peer editors
- >Guided and mentored writers through multiple rounds of edits
- >Oversaw the art staff and drakemagazine.com
- >Coordinated fashion, food and feature photoshoots
- >Planned and led magazine events
- >Created and oversaw a budget
- >Formerly: Assistant Editor and Managing Editor

CONTACT

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SKILLS

- >SEO
- >Writing
- >Wordpress
- >Editing
- >SEMRush
- >Management
- >Looker
- >Recruiting
- >Google Suite
- >Microsoft Office Suite
- >Amazon Associates
- >Skimlinks
- >Skyword

EDUCATION

Bachelor of Arts in Journalism and Mass Communication

Drake University
2015 - 2019

- >Magazine Media major

Bachelor of Arts in Political Science

Drake University
2015 - 2019

AWARDS & HONORS

- >Katharine Futch Scholarship
2015-2019
- >Karyl Van Scholarship
2018-2019
- >Meredith Corporation Scholarship
2017-2019
- >Associated Collegiate Press
>Pacemaker Award
2016-2018
- >Meredith Home & Family
>Journalism Apprenticeship
2017-2018
- >Richard Tapscott Reporting Award
2018
- >College Media Association
>Pinnacle Award
2016-2017