
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, Lowes, 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

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.