

MEREDITH ROSE

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323-608-6198

ME:

14 years in creative, writing, brand strategy, and content architecture.

- July 2019+ **Lead Content Strategy & Design, Constant Contact, Waltham, MA**
- Lead and manager of Content Design group--we shape the strategy and brand POV of the Constant Contact product for UX and product design
 - Content and strategic lead for product architecture overhaul
 - Point lead for 2020 in-product creative rebrand
 - Day to day responsibility for manifesting business goals and brand personality within the product experience
 - Work closely and cross-functionally with all departments, meeting regularly with other leadership and executive teams to establish business goals and priorities

- 2014-2019 **Sr. Copywriter & Lead Content Architect, Deutsch, Los Angeles, CA**
- Clients include Volkswagen, Anthem Blue Cross, Foster Farms, Sprint, esurance, Jägermeister, Zillow, Thorn, and Color Genomics
 - Wrote, conceptualized and produced for all traditional brand outlets including national TV spots, Radio, OOH, and print
 - Designed the digital voice, copy, and content architecture for the online experiences of global brands including: Anthem.com, Thorn.org, Fosterfarms.com, and VW.com

- 2012-2013 **Copywriter & Lead Content Design, Ignition Interactive, Santa Monica, CA**



X-Men: Days of Future Past (released May 2014, dist. by 20th Cent. Fox, Dir. Bryan Singer)

- Copywriter for interactive campaign, website, and social media



Prometheus (released June 2012, dist. by 20th Cent. Fox, Dir. Ridley Scott)

- Lead copywriter & content creator for award-winning digital campaign
- Created original content for a ground-breaking digital effort designed to engage the fan base and ignite the viral campaign

- 2007-2013 **Copywriter/Brand Consultant, Los Angeles, CA**
- Freelance consultant for small and medium business rebrand campaigns and digital content architecture and design

- 2008-2012 **Writer/Director/Producer, Shade-Grown Productions, Santa Monica, CA**

- Wrote, directed, and produced short films, feature films, commercials, music videos, marketing materials & web videos
- Awards & nominations:
 - *Encanto Road*, 2012 (Nominated Best Comedy Short, official selection at multiple international festivals from Toronto to Panama City)
 - *The Golden Rule*, 2009 (Official Selection at 12 international film festivals with 5 nominations, 2 wins)

2004-2008 **Producer/Copy Editor**, *Team One Advertising, El Segundo, CA*
 - Produced websites for Lexus.com
 - Oversaw copywriting, editing, technical research, proofreading, and QA

2001-2002 **Project Engineer**, *Triton Systems, Inc., Chelmsford, MA*
 - Awarded \$100k contract with NASA
 - Published findings and advanced research on high temperature-resistant polymer-ceramic nanocomposites
 - Developed new polymer materials for defense & aerospace applications

RECOGNITIONS:

2017 Special Kudos CSSDesignAwards - Sr. Copywriter & Content Architecture Lead
Anthem Blue Cross global website redesign

2013 2 Gold Cannes Lions - Copywriter
 Digital marketing campaign for the feature film, *Prometheus* (20th Century Fox, dir. Ridley Scott)

2013 Clio & The One Show - Copywriter
 Weyland Industries/*Prometheus*



EDUCATION: Cornell University, B.S. Materials Science Engineering

FOR FUN: After all the words have been written, I enjoy hiking, DJing, museums, beach soccer, and peanut butter stouts