

# meg erlewine

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[www.merlewine.com](http://www.merlewine.com)

## QUALIFICATIONS

My work record shows a wide range of experience within a company setting and as a freelancer, and includes writing, editing, graphic design, and web development. I have worked one-on-one with clients to achieve their vision.

Proficient in both AP Style and the Chicago Manual of Style.

Proficient on both Mac and PC platforms.

## SOFTWARE EXPERIENCE

### Microsoft:

Access

Excel

Powerpoint

Word

### Adobe Suite:

Illustrator

ImageReady

InDesign

Photoshop

### Dreamweaver Fireworks

FoxPro

Corel DRAW

Corel PhotoPaint

Proficient in HTML and CSS. Experience with WordPress, Bootstrap, Drupal, SquareSpace, ASP, PHP, JavaScript, Constant Contact, and MailChimp.

## EDUCATION

AUGUST 2006

### Associates in Applied Science in Visual Design and Web Media

FERRIS STATE UNIVERSITY, Big Rapids, MI

MAY 2003

### Bachelor of Arts in English

UNIVERSITY OF MICHIGAN, Ann Arbor, MI

## PROFESSIONAL EXPERIENCE

### MANAGING EDITOR / MARKETING DIRECTOR

### CONFERENCE COORDINATOR

### EZADSPRO

Lafayette, IN

June 2010—Currently Employed

- Began as one of two editors to design and write five monthly trade publications; was quickly promoted to managing editor.
- As managing editor, was responsible for the rebranding of Above the Fold Magazine, coordinating the editorial calendar, managing content, and supervising editors.
- Directed the marketing campaigns for Above the Fold, EZAdsPro, and partner-company Drag+drop, including the design and maintenance of three corporate websites.
- Worked with the development team to create web-based software and web templates for customers.

### WESTERN CLASSIFIED ADVERTISING ASSOCIATION

June 2012–October 2013

- Developed annual conference theme, managed email campaign, and created content for the website, as needed.
- Designed print materials, including program agenda, vendor booklet, promotional materials, posters, and table tents.
- Attended board meetings and annual board retreat.

## PROFESSIONAL EXPERIENCE, CONTINUED

### GRAPHIC AND WEB DESIGNER

#### ROOT & BRANCH CONSULTING, LLC (Freelance)

April 2008–January 2011

- Designed, coded, and maintained websites.
- Designed print materials, including stationery, business cards, and marketing material.
- Consulted with clients via phone and email.

### WEB CONTENT MANAGER

#### MATRIX SOFTWARE Big Rapids, MI

August 2003–November 2008

- Managed web-ready content and databases; added HTML and ASP pages; and developed, designed, and managed Matrix's online magazine.
- Wrote copy for the website, catalogs, and program booklets.
- Coordinated the copy editing of text.
- Designed web ads, catalog spreads, and program booklets.

### COPY EDITOR/ DATA ENTRY TEAM LEADER

#### ALL MEDIA GUIDE (AMG)/ROVI Ann Arbor, MI

July 1996–January 2012

- As a copy editor (2000 until January 2012), edited and hyperlinked essays, freelance and in the office.
- Trained, supervised, and managed the late-shift staff as a Data Entry Team Leader (1999–2003).
- Prior to 1999, I worked on the data entry team.

### EDITORIAL ASSISTANT

#### SRCD/CHILD DEVELOPMENT AND THE JOURNAL FOR RESEARCH OF ADOLESCENCE (JRA)

Ann Arbor, MI

July 1999–July 2002

- Main contact for the JRA journal.
- Managed submitted manuscripts for peer review: including coordinating correspondence between the editor, associate editors, reviewers, and authors.
- Developed the table of contents for the two journals.

## WEB DESIGN

2008

Root & Branch

2008

Lifeforce Wellness Centre

2008

Manchester Vintage Woodworking

2009

Optiflow, Inc.

2009

Greening the Heartland Conference

2009

ESD Institute

2010

Sasha Farms

2010

Indecotec

2011

Bluefin Technology Partners

2011

Above the Fold Magazine

2010 & 2012

EZAdsPro Advertising Platform

2012

Bluefin Marketplace

2013

Drag+drop, Ltd

2013

Kent Homes

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