

MEREDITH A. SHAPIRO

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20 W 64th Street
New York, NY 10023

Senior Copywriter • Strategic Storyteller

Witty, strategic, engaging—add in a dash of humor and you'd have my perfect combination of copy.

EXPERIENCE

Senior Copywriter

HangarFour Creative, New York, NY

August 2023-Present

- Lead copywriter in charge of conceiving and executing creative campaigns across social media, experiential marketing, video, and digital advertising.
- Own the entire writing process, collaborating with CEOs and brand managers to develop effective copy.
- Manage rebrands for multi-million-dollar companies across diverse industries, including Thumbtack, Match Group, and Dorel Home.
- Develop and deliver persuasive pitch presentations to potential clients, winning the agency new business.
- Generate innovative and attention-grabbing ideas for integrated ad campaigns with art directors for clients such as Indeed, Clinique, Oracle, and more.

Copywriter and Creative Strategist

September 2021-July 2023

HangarFour Creative, New York, NY

- Conceptual and creative copywriter working on a variety of consumer accounts spanning entertainment, media, education, and more.
- Developed social campaigns and copy for Princess Cruises, increasing the brand's overall engagement rate by over 50%, and its positive sentiment by over 14%.
- Crafted compelling, strategic writing including headlines, scripts, manifestos, and body copy.
- Developed campaign concepts and assisted in the creative direction for the new business team.
- Responsible for all client website, social, and digital copy content.

Copywriter

November 2020-September 2021

Shutterstock, New York, NY

- Concepted creative campaigns, then bring those ideas to life via broadcast, digital, and social channels.
- Wrote annual influential and interactive design report, *Creative Trends*. This year garnered widespread pickup in leading industry publications, including *Adweek* and *The Drum*.
- Created tone of voice for new company products to ensure audience engagement.

Freelance Writer

AMC Networks | Questus | Shutterstock | RAXO | Humanified

July 2018-Present

- Created social campaigns and content for Wyndham Hotels
- Created broadcast, print, social, and web copy for various media brands and creative agencies.
- Concepted and developed brand strategy, campaign executions, and tone based on creative brief.
- Designed a new editorial experience for RAXO, changing the way the brand engages with their audience.

Copywriter

May 2019-May 2020

Serino Coyne, New York, NY

- Created all broadcast, print and digital promotional copy for high profile clients.
- Shaped all creative campaigns by building the agency's POV and brand strategy documents.
- Presented all creative in client meetings. Aided in agency's pitch efforts, presenting creative to new clientele.

Communications and Media Relations Manager

March 2017-May 2019

Children's Health Fund, New York, NY

- Supervised all copy, public relations campaigns, and press outreach for Children’s Health Fund.
- Led all communication strategies with corporate partners American Express, Morgan Stanley and Samsung.
- Created brand tone of voice using analytics to improve social media and CRM engagement by over 30%.

Public Relations Coordinator

November 2014-February 2017

AMC Networks, New York, NY

- Led PR efforts for hit WE tv series shows and cultivated a large list of media contacts.
- Assessed story angles and created weekly show clips to ensure press pick up and audience engagement.
- Drove the planning and execution of premiere screenings and press events.

Assistant Account Executive

June 2013-October 2014

FCB Health, New York, NY

- Organized the planning and implementation of a multi-million-dollar drug launch.
- Managed all communication between the client and company and internal team.

EDUCATION

Adhouse, New York, NY

2019

Exploring the Creative Process

Northwestern University, Bachelor of Arts, Evanston, IL

2009-2013

Communication Studies Major with a Minor in Creative Writing

EXTRACURRICULAR/VOLUNTEER

Northwestern Alumni Board – Cultural Co-Chair

2015 NYC Marathon Runner – American Cancer Society DetermiNation Team

Dog Companion – Bidawee

SKILLED IN: Creative Writing, Advertising, Strategy, Conceptual Thinking, Digital Marketing, Editing