
MEGAN FRESHLEY

COPYWRITER

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EXPERIENCE

FREELANCE COPYWRITER Self-Employed June 2016 – Present

- Ideates and crafts customized content for B2B and B2C brands in fashion, finance, tech, and more.
- Advises clients on SEO best practices and content strategy as desired.

AGENCY COPYWRITER Bonfire Marketing Oct. 2015 – June 2016

- Wrote blog posts, social copy, eBooks, and core messaging for a diverse set of B2B and B2C clients.
- Developed concepts and strategies, working closely with clients and account managers.
- Managed social communities by posting and responding to followers in brand voice.
- Edited other writers' work in alignment with AP rules.

COPY EDITOR + CONTRIBUTOR Stay Wild Magazine Aug. 2015 – Feb. 2016

- Wrote and edited articles for Portland-based monthly adventure magazine.

MARKETING ASSISTANT (TEMP.) Comcast Spotlight Aug. – Oct. 2015

- Tracked promotional and added-value spending in SalesLook. Created B2B customer care reports.
- Scheduled advertising spots on major networks using TIM software and tracked client invoices.

COPYWRITER This is Ground : Los Angeles Mar. – Oct. 2015

- Wrote product descriptions, brand identity pieces, and Wordpress posts for accessories company.

EDITORIAL ASSISTANT McSweeney's Poetry Series Mar. 2014 – Sep. 2015

- Evaluated 4-5 full-length manuscripts per week submitted to McSweeney's Poetry Series. Wrote brief and timely responses for head editors. Occasionally fact-checked and proofread manuscripts.

ADJUNCT POETRY PROFESSOR Portland State University Jan. – Mar. 2015

- Instructed WR213 Introduction to Poetry at Portland State University.

COPY EDITOR + CONTRIBUTOR ElevenPDX Magazine Sep. 2013 – Feb. 2015

- Edited articles for Portland-based monthly music magazine. Fact-checked and collaborated with writers for optimal clarity and style. Proofread final draft of issue before print. Wrote additional articles as needed.

SUBMISSIONS EDITOR Tin House Magazine Dec. 2013 – Jan. 2015

- Selected poetry among 50+ submission packets per month (both physical and digital). Wrote critical responses on strong work for editors. Met bimonthly with editor to discuss submissions.

GRADUATE MENTOR Portland State University Jan. – June 2014

- Designed and taught writing-intensive courses to 36 sophomores each quarter through graduate teaching appointment. Courses: Global Perspectives: Europe and Freedom, Privacy, and Technology.

EXECUTIVE EDITOR Portland Review Aug. – Dec. 2013
 • Organized events, built volunteer reader team, and managed editorial staff at PSU literary journal.

WRITING-INTENSIVE ASSISTANT Portland State University Jan. – Aug. 2013
 • Designed and taught writing-based undergraduate curricula in collaboration with PSU professors.
 • Courses: Critical Approaches to Literature, Anthropology of Food, and Understanding the International Experience.

ARTS + CULTURE WRITER Portland State Vanguard Apr. – June 2013
 • Wrote weekly articles for Portland State University paper. Researched, interviewed, and supported editor-in-chief.

INTERNSHIPS

EDUCATION INTERN Border Crossers Summer 2008
 • Supported director of cross-cultural education nonprofit. Wrote newsletters and press releases.

ADMINISTRATIVE INTERN Brooklyn for Peace Fall 2006
 • Wrote press releases and grant proposals, maintained member database, and organized community lecture series for community outreach nonprofit.

OUTREACH INTERN Santa Fe Art Institute Fall 2006
 • Designed and taught arts curricula for at-risk youth at New Mexico Girls' Ranch and public schools
 • Planned education outreach budget and purchased materials. Maintained member database, assisted grant writing projects, promoted community events, hosted open-studio tours.

EDUCATION

M.F.A in Creative Writing (Poetry): Portland State University - Portland, OR
Leadership Certificate Extended Student Program: Esalen Institute - Big Sur, CA
B.A. in Creative Writing and Sociology: Antioch College - Yellow Springs, OH
French Language Immersion Program: Centre de Linguistique Appliquée - Besançon, France

AWARDS & FELLOWSHIPS

Bard Deluxe Poetry Award: *Orlo Bear Deluxe Magazine*, 2014
 Graduate Mentor Fellowship: Portland State University Studies. 2013-14
 Academic Achievement & Leadership Award: Portland State University Leadership Programs, 2014
 Academy of American Poets Prize: Portland State University Nina Mae Kellogg Awards, 2013

OTHER SKILLS

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| Copy and content editing | Content strategy | Blogging |
| AP + MLA style | Community Management | Event planning |
| Social metrics | SEO | Wordpress |
| Basecamp | Google Drive + MS Office | Opal + Hootsuite |