

Meredith Turits

HOME

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<http://www.meredithturits.com>

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Clips available at portfolio website.
References furnished upon request.

Experience

TIME INC., SENIOR STRATEGIST, BRAND DEVELOPMENT; BROOKLYN, NY — Nov 2015-Present

Identify digital whitespace and develop editorial pure-play brands at The Foundry to reach new audiences and advertisers; concept, staff, and prototype new brands while working through advertiser outreach process; help to craft P&L and business strategy with corporate group, and launch each new brand into the marketplace; achieve scale for new properties while managing existing brands in portfolio through SEO and social strategy, plus as recruiting, editorial workflow management, data and analytics, partner relationship development, audience development, and paid spend

EDITORIAL DIRECTOR/GENERAL MANAGER/PRODUCT OWNER, EXTRA CRISPY — Feb 2016-Present

Develop editorial strategy for new Time Inc. digital pure-play food brand; recruited and manage staff of 10; oversee growth, SEO, viral traffic, and aud dev; lead advertising ideation, pitching, and editorial deliverables as GM; oversee workflow/CMS optimization and product development as product owner

BRUNCH MONEY LLC, CO-OWNER; BROOKLYN, NY — Mar 2016-Present

Co-founder and co-owner of digital branding consultancy working with businesses to improve strategy for SEO, social media, copywriting, identity, audience development, and more

BUSTLE.COM, SENIOR CULTURE EDITOR; NEW YORK, NY — Mar 2013-Oct 2015

Editorial responsibilities: One of four founding editors who developed editorial vision, voice, and mission of Bustle; directed all content in Books vertical as literary editor; commissioned, assigned, top edited, photo researched, and optimized average of 12-15 daily updates including features, interviews, reviews, personal essays, and SEO- and social-driven news posts; generated ideas for news-tied, evergreen, and guest stories; hired and managed 20+ freelancers; director of Lifestyle and Fashion & Beauty verticals, and politics director from 2013-14

Brand development responsibilities: represented brand at panels and conferences; attended and moderated literary events for Bustle Books; traveled to colleges to recruit talent and promote platform; identified and collaborated with partners for advertising, editorial, and audience growth opportunities

GLAMOUR, ONLINE ASSOCIATE EDITOR; NEW YORK, NY — April 2010-March 2013

Founding editor and lead writer for News & Politics channel (glamour.com/inspired); edited Health & Fitness and Weddings channels; pitched, wrote, assigned, and top edited features and blog posts; set daily lineups; developed SEO strategy; helped grow Facebook fans to more than 1 million (51% YoY growth for 2012); oversaw syndication partnerships; edited daily newsletters; performed QA; managed intern program; maintained/expanded brand's social media; identified books and current events content for print use

-ASME Awards 2013, Finalist: General Excellence, Digital Media

-min's Best of the Web 2013, Nominees: Digital Excellence, Relaunch, Use of Social Media

-min's Best of the Web 2012, Honorable Mention: Community/Social Networking

-min's Editorial & Design Awards 2011, Honorable Mention: Use of Social Media

Additional Selected Publication Credits

Culture writing, print and digital: VANITY FAIR, THE NEW REPUBLIC, ELLE, THE PARIS REVIEW DAILY, MEN'S JOURNAL, ELECTRIC LITERATURE, THE MILLIONS, THE RUMPUS, BLACKBOOK, THE HUFFINGTON POST, THE WRITER, BOOKSLUT, FULL STOP, THE TOTTEVILLE REVIEW

Fiction: HOBART, FIVE QUARTERLY, JOYLAND, VOL. I BROOKLYN, CORIUM, THE SQUAWK BACK, ANOBIUM, PODIUM

Education

Tufts University; Medford, MA — Bachelor of Arts, May 2009; *Magna Cum Laude*

Major: Philosophy of Language/Linguistics | *Minors:* Communication & Media, Studio Art: Photography

School of the Museum of Fine Arts; Boston, MA — Photography, 2008-2009

University of St. Andrews; Scotland, UK — Art History, Philosophy, Spring 2008

Skills

-**Digital:** Adobe Photoshop; Intermediate HTML & CSS; GitHub; Chartbeat; Omniture; Google Analytics; Drupal; WordPress; Natvio; JIRA; Keywee; SimpleReach; social media; audience development
-**Language:** Intermediate level Mandarin Chinese (oral & written)