

MEREDITH TURITS

HOME

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SELECTED EXPERIENCE

Fundera, Managing Editor — Jan '18-Present

Lead strategy for internal and partnership editorial at Series B VC-backed small business financial marketplace; manage calendar including conceptualizing, assigning, editing all content; tasked with scaling traffic and engagement and revenue on editorial, and shaping site voice; manage team of 4; write on entrepreneurship, finance, and credit

Brunch Money LLC, Partner and Strategy Consultant — Jan '16-Present

Founding partner of digital strategy consultancy, specializing in launch and scale for startups; current and past clients include VC-backed enterprises **Five Boroughs Brewing Co.**; **Hip Sobriety** (relaunching as **The Tempest**); other SaaS, media, fintech

Time Inc., Senior Strategist of Brand Development — Nov '15-Apr '17

Conceptualized, staffed, and prototyped new digital brands across categories; helped to craft P&L and business strategy with SVP GM; managed portfolio brands with SEO/social strategy plus best practices for recruiting, editorial workflow, data and analytics, strategic partnership development, audience development, and paid spend

The Foundry at Time Inc., Founding Editorial Director; GM, Product Manager

Developed strategy for launch of ExtraCrispy.com; recruited/managed staff of 10; oversaw SEO, audience development; led RFP ideation and native deliverables (\$1.25M revenue); managed P&L; helmed UX optimization with Agile workflow

Bustle Digital Group, Founding and Senior Editor, Bustle — Mar '13-Oct '15

Developed voice and mission as employee 5 of VC-backed media company now through Series D raise; editorial director across 4 verticals; commissioned and edited 12-15 daily feature SEO-driven news posts (~8M monthly UVs); managed remote staff of 20; brand rep at conferences/panels; forged strategic audience partnerships

Condé Nast Publications, Online Associate Editor, *Glamour* — Apr '10-Mar '13

Founder of politics/current events vertical on Glamour.com during 2012 election; first social media editor, scaled Facebook audience from 25k to 1M in fewer than 2 years

EDUCATION

Tufts University — BA Philosophy, *Magna Cum Laude*

School of the Museum of Fine Arts — Studio Art: Photography

University of St. Andrews — Art History, Philosophy

Duke University (Coursera) — Behavioral Finance, Certificate

SKILLS AND SPECIALIZATIONS

Strategy: Early-stage startup and new vertical launches; strategic partnership development; audience development and content marketing; new market positioning

Technical: Realtime and historical analytics suites; Agile workflow; multiple CMS, social ad managers, CRM, and HR portals; intermediate HTML and CSS, SEO/SEM

Comms: Limited proficiency Mandarin Chinese; AP Style; strong media relationships

SELECTED PUBLICATION CREDITS

Bylined: Vanity Fair, the New Republic, Rolling Stone, Glamour, The Paris Review Daily, ELLE | **Ghostwritten:** Forbes, Inc. Entrepreneur, AMEX Open Forum