

Meredith Turits

HOME

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Selected Experience

Five Boroughs Brewing Co., Communications and Media — January 2016–Present

Lead all digital, marketing, communication, publicity, media, events, social, and editorial strategy for launch of large-scale brewery across New York City for taproom and physical product; developed brand voice and collateral (consultant position)

Team SODO, Chief Growth Officer and Founding Partner — May 2017–Aug 2017

Led branding launch strategy of enterprise SaaS startup as third employee; helmed all digital marketing and editorial initiatives, plus developed strategy for audience scale, growth, brand recognition, and consumer trust; developed brand voice, identity, and web wireframes; developed automation funnel for conversion and revenue growth

Time Inc., Senior Strategist of Brand Development — Nov 2015–Apr 2017

Conceptualized, staffed, and prototyped new digital brands; helped to craft P&L and business strategy with SVP GM; launched and scaled while managing portfolio brands via SEO/social strategy plus via best practices for recruiting, editorial workflow, data and analytics, partner relationship development, aud dev, and paid spend

Extra Crispy, Editorial Director, General Manager, Product Manager — Feb 2016–Apr 2017

Developed digital edit strategy for launch; recruited and managed staff of 10; oversaw growth, SEO, aud dev; led RFP ideation, revenue growth, native deliverables, and P&L; managed CMS optimization and feature shipping through weekly tech sprints

Bustle, Founding and Senior Editor — Mar 2013–Oct 2015

Developed voice and mission as fifth employee; Books editorial director (formerly politics, lifestyle, and fashion); commissioned, assigned, top edited, photo researched, and optimized average of 12-15 daily feature and SEO-driven news posts; managed staff of 20 remote; brand rep at conferences/panels; recruited on college campuses; identified and collaborated with partners for revenue generation and audience growth

Glamour, Online Associate Editor — Oct 2010–Oct 2015

Founder of politics and current events vertical on glamour.com during 2012 election

Education

Tufts University — BA, Philosophy, Magna Cum Laude, 2009

School of the Museum of Fine Arts — Studio Art: Photography, 2008–2009

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

Skills

Audience dev and social media strategy, early stage startup launches, marketing automation, web analytics suites (Google Analytics, Omniture), workflow (JIRA, Trello, Moccups), various CMS (WordPress, Drupal, Nativo), social ad managers (Facebook, Keywee, SimpleReach), CRM (PipeDrive, ProsperWorks), HR portals (Greenhouse, Breezy), intermediate HTML and CSS, elementary Mandarin Chinese

Selected Publication Credits

Vanity Fair, The New Republic, Rolling Stone, The Paris Review Daily, ELLE, Men's Journal, Glamour, Electric Literature, The Rumpus, Joyland, Hobart, Vol. 1 Brooklyn