

Meredith Turits

HOME

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Selected Experience

Brunch Money LLC, Strategy Consultant: Digital, Marketing, Editorial — Jan 2016–Present

Co-owner of firm creating strategies for digital marketing/communications, social media, audience development, SEO, copywriting, branding; specializing in launch and scale

- Currently helm all digital strategy, marketing, editorial, communications, social media and analytics for multimillion-dollar NYC CPG, **Five Boroughs Brewing Co.**
- Experience also includes assigning, SEO consulting, and copyediting of commerce content for **Rodale Inc.** across 5 editorial brands; plus development of launch strategy and digital brand identity for enterprise SaaS startup **Team SODO**

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

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, partner relationship development, audience development, and paid spend

The Foundry at Time Inc., Editorial Director, GM, Product Manager — Feb 2016–Apr 2017

Developed content strategy for launch of ExtraCrispy.com; recruited/managed staff of 10; oversaw growth, SEO, audience development; led RFP ideation, revenue growth, native deliverables, and P&L; helmed UX and feature optimization with Agile workflow

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

Developed voice and mission as employee 5; Books editorial director (formerly politics, lifestyle, fashion); commissioned, top edited, and photo researched, average of 12-15 daily feature and SEO-driven news posts; managed remote staff of 20; brand rep at conferences/panels; forged partner relationships for revenue and audience growth

Condé Nast Publications, Online Associate Editor, Glamour — Apr 2010–Mar 2013

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

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

Early-stage startup launches, audience development and social media strategy, realtime and historical analytics suites (Google Analytics, Omniture, Sprout), Agile workflow (JIRA, Trello, Moccups), various CMS (WordPress, Drupal, Nativio), social ad managers (Facebook, Keywee, SimpleReach), CRM (PipeDrive), 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