



# Meghan Williams

## EXPERIENCE

December 2021 - Current

**Content Strategist Centric Writing** | Austin, TX

- I currently support a portfolio of clients with content and strategy to enhance their market-facing presence. This includes:
- Blogs, Articles and Whitepapers
- Websites
- Video Scripting
- Curated Social Media Content
- Thought Leadership Strategy and Content
- Go-To-Market Strategy and Content
- Brand Awareness Strategy and Content

January 2020 - December 2021

**Chief Content Strategist/Writer Third Party Solutions** | Dallas, TX

- Advise on brand voice and overall market strategy.
- Meet with company clients to determine needs, strategize campaigns and generate content to meet those needs.
- Create content specific to target verticals in the form of websites, blogs, articles and social media.
- Manifest and manage content engine to enable SEO optimization for current client portfolio.

June 2019 - March 2020

**Communication Strategist/Content Writer Maharishi Ayurveda Products** | Dallas, TX

- Generate product marketing content for social platforms
- Conceptualize and create content for email promotional marketing campaigns
- Develop marketing strategy for annual promotions.
- Generate messaging relevant to overall brand initiatives and introduce new product marketing packages to the marketplace
- Participate in thought leadership calls to determine marketing strategy and product marketing initiatives.

September 2016 - February 2020

**Senior Content Writer Payment Facilitator** | Dallas, Texas

- Generate market-centric content for weekly newsletter.
- Research topics relevant to payment facilitator landscape and model
- Advertise annual events.
- Collaborate on topics meaningful to our specific demographic and on how to market the payment facilitator model.
- Create white papers to educate marketplace on regulations specific to the payment facilitator model.
- Collaborate with thought leaders to generate content recommendations for weekly newsletter.

📍 Austin, TX 78759

📞 817-832-3194

✉️ Centricwriting@gmail.com

## SUMMARY

Accomplished communicator and writer with 20+ years industry experience in market-centric messaging for a variety of corporate verticals, specializing in payments, healthcare and technology. I provide clear, concise and compelling messaging with a creative influence unique enough to capture, captivate and compel an audience. I also strategize on everything from brand awareness, startup strategy, and promotional campaigns to going public, marketplace saturation, thought leadership and brand reinvention campaigns.

## SKILLS

- Creative and Technical Writer
- Compelling and creative content to promote brands, products, services and people
- Curated market-facing strategy to help brands grow and flourish
- Promotional target market campaigns to drive revenue and acquisition
- Website copy
- Blogs
- Articles

- Thought leadership
- Video Scripting
- Social media advertising
- Email campaign creation and management
- Podcasts
- Newsletters
- Speeches

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## WEBSITES, PORTFOLIOS, PROFILES

[www.centricwriting.com](http://www.centricwriting.com)

December 2015 - November 2018

### **Script Writer and Marketing Strategist Top Pup Media | Dallas, TX**

- Responsible for creative collaboration and market-centric messaging on all promotional and informational video scripts.
- Work with the client to determine messaging that will speak directly to their audience.
- Write creative copy to fit the specific market and edit video content to support message.
- Advise on corporate voice and communication strategy.
- Advise on design and execution of video script, as it relates to the copy and relaying the overall message.

January 2012 - December 2015

### **Marketing Manager JPMorgan Chase | Addison, Texas**

- Responsible for creation and execution of all external merchant-facing communications for all U.S relationships.
- Responsible for tri-annual global interchange communication release: most important communication we send to our merchants.
- Project management for all U.S communications, including vetting them through the appropriate channels to ensure legal approval, compliance approval, channel owner approval, call center training, management alert and customer satisfaction.
- Workload management and goal setting for subordinates.
- Advise on corporate voice and communication strategy. Manage department inbox.
- Project management for all U.S communications, including vetting them through the appropriate channels to ensure legal approval, compliance approval, channel owner approval, call center training and management alert.

January 2008 - January 2012

### **Senior Marketing Copywriter JPMorgan Chase | Addison, TX**

- Received Employee of The Month award several times.
- Creative writer for promotional marketing and advertising campaigns.
- Write, manage, build and deploy monthly newsletter.
- Responsible for researching and developing industry whitepapers that establish company as thought leaders and innovators within the marketplace.
- Conceptualize creative theme, develop script, manage production timeline and assist in creative direction for video campaigns.
- Strategize, manage and write copy for content initiative to drive revenue and increase sales, including YouTube videos, landing pages, case studies, whitepapers, articles, event signage, print ads, marketing brochures, direct mail and product marketing slicks.
- Strategize, develop and manage national and international advertising campaign initiatives and product launches.
- Create promotional copy for web-based initiatives.
- Creatively support all revenue-generating initiatives for both partners and prospects.
- Responsible for bi-annual global interchange release.

January 2007 - January 2008

### **Regional Account Executive JPMorgan Chase | Addison, TX**

- Received departmental Spotlight award.
- Direct the management of all account relationships within an assigned portfolio and act as transaction processing consultant for clients; providing alternative processing solutions and options.
- Monitor and analyze financial consequences of processing methods, and work with clients to minimize their costs in this area.
- Maintain relationships with key decision-makers, within assigned accounts and the industry, in order to ensure retention of all accounts.
- Bid and re-negotiate merchant contracts with annual bankcard volume typically from \$3MM-10MM plus.
- Accomplished through both face-to-face presentations/business plans and non-face-to-face communication.

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## EDUCATION AND TRAINING

December 2001

**Bachelor of Science** | Corporate Communications, Business  
University of Texas, Austin, TX

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## CERTIFICATIONS

- Certified Transcendental Meditation Teacher
- Certified E-YRT 200HR Yoga Teacher