

MEAGAN MORRIS RESUME

EXPERIENCE

CREDIBLE

Head of Organic Marketing

Jan 2024 – May 2024

- Led all content and SEO strategies for owned and powered-by websites, including FOX Business, The New York Post, and Wall Street Journal Buyside, generating more than \$20 million in annual revenue.
- Strategic Partnerships: Collaborated with the Chief Revenue Officer and SVP of Partnerships to dominate Google's front page through key strategic partnerships.
- Managed a \$3-plus million operating budget and set forecasts and targets for keyword rankings, traffic, and revenue.

LEAFWELL

Director of Content and SEO

Sept 2021 – Dec 2023

- Developed a comprehensive content strategy focused on user intent and authoritative cannabis science, boosting brand credibility and educating target personas.
- Skyrocketed engagement from 40,000 users and 60,000 sessions (2021) to 5.3 million and 6.6 million (2023).
- Drove \$5.1 million in organic search revenue (2022) and increased that to \$9.3 million (2023).
- Executed high-impact digital PR campaigns generating over 55 backlinks from top-tier publications (Healthline, Forbes, PsychCentral, The Times, BBC) and secured five live television mentions.
- Built and led a 10-person content team, establishing workflows and processes that fueled dramatic organic growth.
- Led a seamless transition of Leafwell's website from .co to .com, optimizing site speed and aligning with Core Web Vitals and best practices for improved user experience and search performance.

HURRDAT

Sr. SEO Strategist

Sept 2019 – Sept 2021

- Created and implemented a sponsorship program for a high-profile enterprise client. Led all parts of the content strategy, brand messaging, and landing page design. Achieved 675 backlinks and 70,000 page views in Q2 2021 through targeted off-page SEO.
- Led on-page and technical SEO improvements for a luxury travel brand, boosting sessions by 142% YoY and unique page views by 84%.
- Directed a PR blitz that secured 400 press mentions and 325 high-authority backlinks, enhancing visibility with coverage in top publications like People, MSN, and Daily Mail.

- Created and executed a multi-faceted SEO strategy for a healthcare client, resulting in a 21% increase in sessions, a 29% rise in Google Search impressions, and a 13% growth in clicks between Q4 2020 and Q1 2021.
- Grew an alternative health client's email list from 0 to 1,000+ subscribers in three months. Subsequent campaigns achieved a 40% open rate, 15% click rate, and a 28% conversion rate.

METRO

Digital Director

Oct 2018 – Sept 2019

- Engineered an organic traffic strategy for Metro.us, boosting page views by 210% to 45.1 million and unique visitors to 19.2 million in 2018.
- Created an affiliate strategy that generated \$20,000+ in revenue within three months, focusing on bottom-of-funnel transactional keywords.
- Recruited and integrated 11 SEO-focused reporters, producers, and writers, enhancing the team's capacity to achieve and surpass content and SEO objectives.

SHEKNOWS

SEO Producer and Assignment Editor

Sept 2010 – Sept 2016

- Consistently pitched, reported, and edited 8-10 SEO-optimized articles daily across entertainment, style, love, and health, contributing to a diverse content mix.
- Managed and directed a team of seven freelance writers, providing strategic guidance to ensure high-quality, timely content aligned with editorial goals.

EDUCATION

CITY UNIVERSITY OF NEW YORK – New York, New York

Master of Journalism

UNIVERSITY OF NEBRASKA-LINCOLN – Lincoln, Nebraska

Bachelor of Business Administration, International Business

Bachelor of Journalism, Broadcasting

ADDITIONAL SKILLS & CERTIFICATIONS

Technical Skills: Keyword Research, GA4, Google Search Console, Google Tag Manager, Ahrefs, SEMRush, Google My Business, Screaming Frog, HTML, CSS, WordPress, Schema markup/structured data, Adobe Creative Suite, Microsoft Word, Microsoft Excel, Python (novice), Tableau (novice), SQL (novice)

Certifications & Training: Certification, Front-End Web Development/Javascript; Certification, Google Project Management

