

Meredith Smith

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eCommerce Content Manager, Content Producer, Content Strategist

ABOUT

Content Manager and Producer with 8+ years of experience building and maintaining customer-facing websites for enterprise platforms. With her institutional knowledge of the web, Meredith helps brands reach customers and deliver best-in-class product experiences.

EXPERIENCE

eCommerce Product Manager | Amazon eero | Aug 2025 – Apr 2026 | Seattle, WA

- Oversaw content production projects and new product launches and QA'd all content from agency partners delivered to spec and on time.
- Created strategy frameworks for new product launches, merchandising updates, and product line updates to help meet business goals.
- Partnered with marketing managers and retail to develop test-and-learn strategies for eero.com, including using email to drive traffic and test initiatives.
- Monitored traffic and sales data to find merchandising and marketing opportunities, including a shift from using product specs to customer-centered language.
- Leveraged AI tools to streamline reporting, automate pricing changes for marketing campaigns, QA content production projects, build dashboards, and more.
- Met 127% attainment goals and over-performed for Q1 2026 sales.

Content Designer | Meredith Smith Productions | Jan 2022 – Present | Seattle, WA

- Designing and launching websites on WordPress and Squarespace platforms for artisans, creatives, and small-medium sized businesses.
- Crafting design and content frameworks to help SMBs scale marketing campaigns and teams, while maintaining brand guidelines and voice.
- Writing WordPress and web design tutorials, guides, and how-to posts for outlets including HubSpot.

eCommerce Content Manager | Nature's Way | Apr 2023 – Apr 2025 | Minneapolis, MN

- Published content on all landing pages, blog posts, banner ads, and campaigns on the brand's Shopify CMS platform.
- Strategized all marketing campaigns, from briefs to production and execution, with cross-channel content from email, social and web.
- Oversaw a team of writers and content designers to develop content needed for various site areas, including product listing pages, product detail pages, and FAQs.
- Collaborated with marketing to plan, budget and execute photoshoots, storyboards, and other creative needed for marketing campaigns and web features.
- Migrated website from Sitecore to new Shopify platform for a true DTC experience for naturesway.com, paving the way for a new marketing channel.
- Managed the editorial marketing calendar in Asana for cross-functional communication.

Web Content Producer | Paula's Choice Skincare | Jan 2022 – Mar 2023 | Seattle, WA

- Produced all product and site content needed to ensure a seamless customer experience for the brand's flagship platform at PaulasChoice.com.
- Converted aging web content from flat file and inline graphics to new WYSIWYG editor, helping the team reach SEO goals and meet ADA guidelines.
- Provided guidance on UX design, page layout, content strategy, and creative direction for the website for each project.

Sr. Web Content Producer | Gasworks Media | May 2018 – Dec 2021 | Seattle, WA

- Created HTML and CSS templates to be leveraged across a variety of CMS platforms in order to scale content production for AutoNation's 250+ dealer websites.
- Researched and fact-checked content for landing pages, from geo-targeted content to product data, to ensure efficacy of all claims and specs.
- Produced all creative assets needed for content, including graphics and images, formatting for spec and proper deployment.

eCommerce Manager | Sweet Anthem Perfumes | May 2010 – Dec 2016 | Seattle, WA

- Drove all marketing operations of sweetanthem.com, the brand's flagship retail website, including all product launches, content features, marketing content and more.
- Ensured the timely launch of all product marketing campaigns, from go-to-market launches to seasonal initiatives such as Black Friday Cyber Monday.
- Managed all on-site merchandising, from site navigation to product categories to price points and data, to ensure optimal customer service experience.
- Drove 6-figure sales YOY and grew the brand from a farmer's market pop up tent to a street level retail store with wholesale in the US, Canada, and Europe.
- Earned #1 keywords SERPs spots for branded and targeted keywords.

Web Content Producer | Microsoft, Office 365 | May 2008 – May 2010 | Redmond, WA

- Crafted HTML and CSS templates for Microsoft:Office Help platforms.
- Produced all graphic assets needed for Help content articles.
- Ensured efficacy of all language-specific content deployed as expected.

SKILLS

- **Project Management:** Stakeholder Alignment, Project Budgets, Scope, Roadmap
- **Website Experience:** UX Strategy, Navigation, Product Merchandising, Campaigns
- **Analytics/Reporting:** Google Analytics, Anaplan, Cost Analysis, eCommerce Health
- **Content Strategy:** Site Architecture, Content Frameworks, UX Writing, Technical SEO
- **Audio/Visual Content:** Adobe Photoshop, Illustrator and InDesign; Canva, Figma
- **Content Platforms:** WordPress, Shopify, Sitecore, Dealer.com, DDC

EDUCATION

- **Texas Tech University**, Bachelor of Arts 2004