

Meredith Smith

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eCommerce Content Manager, Website Manager

ABOUT

Website Manager with 8+ years of experience building and maintaining customer-facing websites for enterprise brands. With her institutional knowledge of the web, Meredith helps brands create usable, beautiful websites that scale and grow.

EXPERIENCE

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

- Monitored traffic and sales data to find merchandising and marketing opportunities, including a shift from using product specs to customer-centered language
- Created framework for new product launches, merchandising updates, and product line updates to help meet business goals.
- Strategized projects to ensure all audience levels captured by site content and experience, including an expansion to worldwide targeted locations.
- Partnered with marketing managers and retail to develop test-and-learn strategies for eero.com, including using email to drive traffic and test initiatives
- Identified audience segments, and partnered with email marketing to drive new campaign types.
- Reported sales and analytics comparisons to leadership teams on a weekly basis.
- 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 for go-to-market product launches, ensuring site experience provided seamless customer experience from in-store and on-shelf platforms
- Migrated website from Sitecore to new Shopify platform for a true DTC experience for naturesway.com, paving the way for a new marketing channel

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 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