

Maureen Frost

COPYWRITER

Content Director | Editorial Director

Maureen has over six years experience writing compelling short- and long-form copy across all channels in the marketing and editorial fields.

She is a thoughtful leader, managing a creative team and strategy in editorial, social media, design, marketing, video, podcast, and digital events.

Capabilities

- Email + newsletter
- Web + print
- Marketing + ad
- B2B + B2C
- Social media
- Scriptwriting
- SEO
- Editorial

Skills

- Wordpress
- Canva
- Microsoft Office
- Marketo
- Slack
- Asana
- Google Suite
- SEO

maureenfrost.com

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Experience

Content Director | 2022 - present
Editorial Director | 2019 - 2022
Senior Copywriter and Editor | 2016 - 2019

KIWI Magazine | Moms Meet | WOW Events May Media Group, LLC.

- Leads copy and strategy for marketing initiatives to an audience of over 600k
- Successfully crafts copy for cross-platform campaigns, including web, email, video, social, and editorial
- Has written and published over 20 digital issues of *KIWI* magazine and manages *kiwimagonline.com*, growing readership and building a loyal following
- Leads B2B content strategy, successfully and routinely bringing in new business
- Hosts, produces, and markets a fast growing parenting podcast, *Raising Healthy Families with Moms Meet and KIWI*, now in its seventh season
- Writes and produces engaging video content while executing brand initiatives for the Moms Meet *Mom Lab* series
- Launched successful digital conference, *Beyond the Lunchbox* that attracted 2,600+ attendees, multiple brand sponsors, and garnered 5.6 million impressions

Other Experience

Nutrisystem | Freelance copywriter | 2016
Comcast | Managing Editor, Senior Editor | 2011 - 2016

Education

Bachelor of Arts, Screenwriting
School of Film and Television
Loyola Marymount University