

Meredith Gallo

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PROFESSIONAL SUMMARY

Media product strategist with M.S. in journalism, media innovation & content strategy and 7+ years of experience launching, developing and maintaining products, from a start-up financial literacy app to a content creation system for an established media brand. Creative problem solver experienced in working cross-functionally to grow revenue by defining target audiences, shaping and executing content strategy and implementing SEO and affiliate strategies. Superior communication skills as an experienced reporter/editor and seasoned on-air commerce trends expert. Tech savvy with proficiency in Jira, Asana, Airtable, ChatGPT, Google Analytics, Looker, Chartbeat, Blueconic, HTML, CSS, Adobe Creative Cloud

EDITORIAL CONTENT & PRODUCT MANAGEMENT EXPERIENCE

Senior Editor, Testing & Research

09/2020 – Present

BestReviews (New York, NY)

- Promoted from Editor after less than a year at the ecommerce website owned by Nexstar Media Group. Successfully built and rolled out centralized content creation system that increased revenue and content quality; Oversees digital, broadcast and social editorial calendar
- Launched and grew Testing Lab from initial concept to full-scale operation testing 400+ products and publishing 650+ unique articles per year; manage team of testing writers, edit articles and leverage AI to optimize workflow
- Achieved best single-day traffic and revenue for 2021 Amazon Prime Day; coverage involved 25+ people and created 960 unique URLs for news partners at Tribune Media and Nexstar Media Group
- Track analytics and align content with affiliate partnership strategy and SEO practices to optimize user experience; sunsetted underperforming influencer marketing program and strategically reallocated resources
- Developed syndication partnerships at The Hill, Nexstar Digital & TV stations to increase brand visibility
- Frequently represent brand as on-air commerce trends expert; appearances include NewsNation, KRON, WPIX & KWGN
- Led editorial contribution to website rebrand, partnering with product, design and marketing

Editorial & Audience Engagement Consultant

06/2019 – 09/2020

Medill School of Journalism, Northwestern University (Chicago, IL)

- Completed a rotation of professional consulting engagements as part of graduate program and authored a series of articles on product management as a Product Thinking in Journalism Fellow at the Northwestern University Knight Lab
- Ran audit of *Charlottesville Tomorrow* website; identified opportunities to raise audience engagement and presented to leadership
- Conducted qualitative user research for *San Francisco Chronicle* and applied human-centered design principles to craft and recommend novel engagement strategies to leadership
- Built model web application and business proposal for a viable startup concept; pitched to experts and investors

Director of Content

12/2017 – 06/2019

Guardian Savings (Remote)

- Co-founded financial literacy app for children aged 6-12 and led team of developers to implement curriculum and iterate features through user testing, interviews and research while meeting stakeholder timelines
- Developed strategy for beta test and app launch, including a marketing strategy that increased web traffic by +30%
- Launched, wrote and edited SEO-driven blog on financial literacy and personal finance

OTHER PROFESSIONAL EXPERIENCE

Account Manager

Equilar (Chicago, IL)

10/2018 – 04/2019

- Built relationships with new and existing clients; crafted reports, sales campaigns & demos; exceeded monthly metrics

Oracle (Reston, VA)

07/2016 – 10/2018

- Promoted from Business Development Consultant in less than a year; won sales and supported relationships with clients

EDUCATION

M.S., Northwestern University, Medill School — Journalism, Media Innovation & Content Strategy

B.A., University of Virginia — Double Major in History and Global Studies: Security and Justice; Echols Scholar

ABOUT ME

Grew up in the Middle East and East Africa, short story writer, performed on stage with Mortified