

# Megan Flottorp

Prague, CZ

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## Copywriter and Editor

Content Creation / Story Telling / Research

### Professional Summary:

- **Creativity and judgement:** Experience writing on a wide range of topics, providing an intriguing frame of reference and connecting current events to broader themes and historical context. Adaptable, commercially and socially aware.
- **Proofreading and fine tuning:** Open to collaborating and ability to amend, revise or redevelop content in response to feedback from the creative director, account team or clients.
- **Technical proficiencies:** Windows, Mac OSX, Google Suite, WordPress, Survey Monkey, Mailchimp, Frase, RankMath, Yoast.

### Areas of Expertise:

- Conversational Writing
  - Content Strategy
  - Interviewing
  - Newsletters
  - Headline Creation
  - UX & Marketing Awareness
  - SEO
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## Career Experience

### Freelance Writer and Editor | 1/2019 – Present

Produced dynamic, creative, SEO-optimized content for education, lifestyle, environmental, and digital marketing niches. Exceptional outlining, writing, and editing expertise with the ability to produce, proofread, analyze and develop quality material.

#### Selected Accomplishments:

- Write content that improved traffic for 10+ websites including GANDT, ECo, CAS Trips, and The Meditation Club.
- Take articles through the production process from outline through substantive and copy-editing, SEO and keyword integration, and final draft.
- Remotely worked with local and international clients and wrote 1,000 + articles for blogs in the lifestyle, culture, and digital literacy niche, which enhanced traffic by 10%-25% per month.

### Copywriter and Editor | 9/2016 – Present

Mustard s.r.o., Prague, Czech Republic

Contribute to every step of the creation of the content, from the creative brief, to the formation of the concept, script writing, production (including video production), implementation, and evaluation. Assist in the creation and editing of various PR materials (social media, press release, event invitations). Adjust the creative concept at the level of individual channels. Generated headlines, slogans, and body copy for print and digital advertising. Handled multiple client accounts, producing content for several campaigns at once.

#### Selected Accomplishments:

- Collaborated with the art director to develop creative ideas and concepts that resulted in the agency acquiring new clients, including Pilsner Urquell and Pepsi.
- Played a leading role in several involved campaigns, including a major sponsorship of ŠKODA for the Tour de France and International Ice Hockey Federation.

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## Writer and Editor | 9/2016 – Present We Love Cycling

Oversee complete tone and scope of the publication, ensuring topics are appropriate and engaging and that the voice is consistent. Write articles on a variety of topics related to cycling and health. Create quarterly content and editorial plans for online publication. Responsible for the creative development and copy for infographics, contest description, and online quiz content. Responsible for developing strategy, creative ideas, and creating stories that connect emotionally.

### Selected Accomplishments:

- Lead a campaign to promote increased awareness of women in cycling. Conducting and writing a wide swatch of compelling interviews and adapting content for different channels.
- Created a diversity and inclusion initiative within the organization, write weekly pieces about issues of gender discrimination, body image, and mental health in professional cycling and throughout recreational cycling culture.

## Writer and Reporter | 5/2017 – 4/2018 The Link Magazine, Montreal, QC

Reported and wrote stories for online and print. Regularly reviewed cultural events and exhibitions for the Arts sections. Collaborated with editors to produce timely and well-informed articles that would encourage discussion and reader awareness.

## Research and Copywriter | 5/2014 – 4/2017 Jindřich Chalupický Award, Prague, Czech Republic

Assisted in the creation and editing of various PR materials (social media, press release, event invitations). Assisted with the production aspect of associated exhibitions and events. Conducted interviews with artists who were candidates for the award and helped present their work and artistic vision to the public. Researched the vast scope of international art awards and created a company database. Maintained an active art blog documenting local and international art exhibitions.

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## Additional Experience

**Artist in Residency Assistant** | MeetFactory Centre for Contemporary Art, Prague, CZ | 1/2014 – 1/2016:  
*Facilitated projects and exhibitions associated with the artist in residency program. Created, translated, and edited various PR materials (social media, press releases, event invitations). Coordinated events and activities. Obtained rights to use materials from other publications.*

**Research Assistant** | DOX Contemporary Art Gallery, Prague, CZ | 6/2013 – 04/2014: *Conducted research for several major art exhibitions. Wrote, edited, and translated exhibition and curatorial texts.*

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## Educational Background

**Graduate Diploma in Journalism, 2018** | Concordia University, Montreal

**Master of Arts in Humanities and Art History 2016** | Anglo-American University, Prague

**Bachelor of Arts in English Literature, 2011** | University of Saskatchewan, Saskatoon