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Katie Merifield is a writer, thinker, and cold pizza advocate. She's not a fan of talking about herself.

WORKED HERE

MEDIA.MONKS, LA — **SR. COPYWRITER** 2023–Present

- Built and maintained Uber Eats global social digital presence through multiple full funnel campaigns such as the 2023 Super Bowl campaign *One Hit for Uber One*. Integrated new business verticals like Uber Grocery, Uber Teen Mobility, and Uber One into Uber's digital brand voice and strategy, most notably through 2024's *Get Almost Almost Anything*.

MEDIA.MONKS, LA — **COPYWRITER** 2021–2023

- Launched Uber One, a monthly membership by UberEats, via a *I Joined Uber One*, fully-integrated CTV and digital campaign. Oversaw the sub-acquisition campaign for Hulu's adult animation as well as the conceptualization and launch of Hulu's first-ever B2B marketing tool, Hulu Ad Manager. Spearheaded T-Mobile's social-first marketing push, leveraging OLV and multi-platform digital content. Led several new business pitches, of which UberEats was acquired.

TERRI & SANDY, NYC — **JR. COPYWRITER** 2020–2021

- Conceptualized and wrote Applegate's first full scale digital advertising campaign via OLV and socials, which drove over 30% in online sales. Generated digital, social, and TVC copy for major brands such as BJ's Wholesale Club, Aspercreme, IcyHot, and FreshPet.

FREELANCE — **COPYWRITER** 2019–2021

- Created a brand voice and tone for Google's Humanity Lab, BLM South Carolina, and 30A Tourism.

LEARNED HERE

THE UNIVERSITY OF ALABAMA — *B.A. Communication & Advertising*

- UA MINERVA- COPYWRITING SPECIALIZATION

I CAN DO HARD THINGS

Copywriting, Branding, Content Creation, Creative recruiting and management, Adobe Creative Suite, Google Suite, Microsoft Office, ChatGPT, and Midjourney (the robots taking over the world <3)