

[meghanbarton.ca](http://meghanbarton.ca)

# MEGHAN BARTON

EDITOR / SENIOR COPYWRITER

I am an intuitive and concise content creator and copy editor with a life-long passion for the written word.

I am a dedicated storyteller with an innate ability to discern what a reader wants and needs to know.

My writing style has evolved to incorporate best practices for SEO, AI, and Brand Copywriting so that  
**every word counts.**

## COVER LETTER

Hello,

I am an accomplished writer with experience spanning several communication styles, mandates, and client sectors. My background in Journalism Arts and New Media, and my diverse career journey enable me to communicate with confidence, wisdom, and real-world experience.

My three greatest strengths as a written content creator are my intuition, my command of the written word, and my inquisitive mind. I have an intrinsic ability to sift through large volumes of information and discern the most relevant, interesting, and useful snippets to generate engaging and compelling content for a target audience. I can successfully curate strong messages (B2B and B2C) that can influence behaviour, evoke a reaction, and inspire a response. As a voracious and lifelong reader, I have cultivated a very strong mastery of language. I am an extremely articulate writer and editor, quickly and easily composing original copy, leveraging a vast vocabulary, and refining existing content to be more concise and efficient. I am a natural researcher and love both the quick and dirty search to get an urgent answer and more involved, deep dives into complex subject matter. As an early adopter of AI, I have learned to leverage this technology to improve efficiency without compromising the integrity of our clients' brand messages.

## CONTACT

403.771.8820



[newmkb@yahoo.ca](mailto:newmkb@yahoo.ca)



[www.linkedin.com/in/MeghanKBarton](http://www.linkedin.com/in/MeghanKBarton)



Calgary, Alberta CANADA



## SEE MY PORTFOLIO

[\*\*meghanbarton.ca\*\*](http://meghanbarton.ca)

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## RELEVANT SKILLS

Engaging And Accurate Content Creation  
Meticulous And Intuitive Editing  
AI Integration  
Investigative Research  
Skilled SEO  
Self-Driven/ Self Management  
Relationship Cultivation  
Strategies & Solutions  
Creative Problem Solving  
Creative Marketing Solutions  
Prospecting & Lead Generation  
Team Management/Mentorship  
Tactful Communication  
Design/Layout  
Nurturing Product Loyalty  
Networking  
Strong Presentation Skills  
Account Management  
Negotiations  
Proficient in Adobe Creative Suite  
Monday.com and Google Workspace

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## EXPERIENCE

### Senior Writer/ Managing Editor StyleLabs December 2020-present

#### Writing:

- Created engaging and SEO-aligned content for weekly blogs across a variety of sectors. Focused on brand consistency, community creation, establishing expertise, and also on effective CTAs, and Google algorithms.
- Web copywriting for 60+ sites up to 10,000+ words. Focused on SEO, compelling, relevant, and accurate content, branding, authentic tone and voice. Created original content and revised existing content.
- Pioneered AI integration for our writing team and developed best practices to align with our company mandate.
- Composed targeted press releases and corporate communications.
- Client interviewing and collaboration to establish authenticity and subject authority.

#### Editing:

- Edited 90+ blogs/month for accuracy, tone, brand compliance, and SEO. Peer editing for smaller websites.
- Mentored junior copywriters and established writing guides and best practices for the writing team.
- Completed monthly keyword and blog planning for all clients, ensuring SEO adherence, diversity, and performance using tools such as SemRush and LSIGraph and in-house management software.
- Blog publishing QC.

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## EDUCATION

**Southern Alberta Institute of Technology**  
Applied Arts and Sciences Diploma  
*Journalism Arts/ New Media*  
Graduated 1997

**University of Calgary**  
*General Studies*  
1992-1995

## SECTORS

Health Services  
Fitness & Wellness  
Home Builders & Developers  
Real Estate  
Finance  
Staffing & Recruiting  
Trades  
Education  
Design  
Oil & Gas  
Hospitality  
Sales (B2B and B2C)  
Events

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## EXPERIENCE

### RELEVANT EMPLOYMENT HISTORY

\*Most Valuable Outcomes

**ChefWorks Canada**

**ACCOUNT EXECUTIVE**

(Western Canada) July 2019-May 2020

- \* Corporate Account Management
- \* Long Sales-Cycle Strategies

**Qualifirst Foods/ FarMet Importers**

**TERRITORY MANAGER** May 2011- June 2019

- \* Importance of in-depth product knowledge and awareness of client needs
- \* Ability to self-direct and time-manage

**CRTP-Corporate Readiness Training Program**

( A Business Development Unit of Bow Valley College)

**EMPLOYMENT FACILITATOR**

Winter Semester 2011

- \*Ability to Prospect/ Cold Call/ Create Solutions for Business
- \* Creative problem solving

**TOWES**

(A Business Development Unit of Bow Valley College)

**NEW PRODUCT DEVELOPMENT OFFICER** February 2009- January 2011

- \* Development of strong written communication and presentation
- \* Ability to manage and drive projects and initiatives

**Bob Dawe & Associates/ RE/Max Real Estate (Central)**

**MARKETING/ CLIENT CARE** July 2006- January 2009

- \* Importance of building/maintaining relationships and cultivating loyalty
- \* Importance of client follow-up/ follow through

## PORTFOLIO

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