



Jennifer L. Merems

contact

(520)977-6296 

jmerems@gmail.com 

6396 Demarco Trail 

Verona, WI 53593

[linkedin.com/in/jennifer-merems](https://www.linkedin.com/in/jennifer-merems) 

professional profile

Copywriter with 5+ years of experience writing compelling cross-channel copy for web content, newsletters, press releases, and advertising material. Adept at a range of communication formats including featured articles, blog posts, headlines, emails, social media, podcasts, and oral communication.

professional experience

FREELANCE DEVELOPMENTAL EDITOR AND PROOFREADER

SELF EMPLOYED – Remote / 2022 – present

- Review academic manuscripts, resumes, cover letters, presentations, and book novels for clarity, context, story and character development.
- Provide minor grammatic errors up to sentence or paragraph structure errors.
- Provide social media advertisement and marketing suggestions for novels, and visual modifications and suggestions for presentations as well as oral suggestions.
- Have also contributed graphic images when requested.

EDITORIAL ADVISORY BOARD

THE WILDLIFE SOCIETY – Remote / 2023 – present

- Assist in content creation, facilitation of content, and publication of *The Wildlife Professional* six times a year.
- Collaborate with organization staff and a membership of 11K.
- Research, brainstorm, and collaborate in content discussions.
- Help develop issue lineups and article summaries, a list of topics for cover features and special sections.
- Review and edit submitted content.

SECRETARY AND COMMUNICATIONS COORDINATOR

WISCONSIN CHAPTER OF THE WILDLIFE SOCIETY – Remote / 2022 – present

- Maintain public website with promotional, advertising, and educational materials, including the membership portal.
- Maintain communication with membership and organization staff through direct mail, internal and external promotional materials, and advertising materials.
- Brainstorm and create advertisement material.
- Create steady customer engagement by developing, writing, and editing monthly emails which was distributed to 700 members around the state.
- Brainstorm, research, collaborate, and networked to create content for quarterly newsletters distributed to membership.

education

(2018-2023)

PhD/Wildlife Ecology

University of Wisconsin, Madison
– Madison, WI

key skills

Copywriting

Strong oral and written communication

Great listener

Detail oriented and organized

Good time management skills

Problem solver and strategic thinker

Creative thinker

Strong digital research abilities

Excellent team member

Determined and passionate

programs proficient in

Adobe Creative Suite, Photoshop,
Google Suite, Microsoft Office Suite

awards

Outstanding female student

– 2020, 2022

Exceptional Professional Development

– 2021

Best student presentation

– 2019

popular publications

Merems, J.L. 2022. Giant Invertebrates: Scientists deadliest accidents or competitive superiority through evolution?

Merems, J.L. 2022. To stab, or not to be stabbed: The sex lives of flatworms?

Merems, J.L. 2022. The egg-scalating spread of avian influenza across the United States.

Gingery, T., **Merems, J.L.**, Brewer, D., and J. Trudeau. 2021. An early career pandemic: what now and what next? *The Wildlife Professional*. In press.

Wild Women Podcast, **co-host**. "We like to move it, move it". June 2021.

WEBMASTER

VAN DEELEN-DRAKE LAB – UW, MADISON – Remote / 2018 – 2023

- Maintain website with promotional, advertising, and educational materials.
- Update website quarterly with new information or more frequently when requested.

SCIENCE COMMUNICATOR

ECOLOGY FOR THE MASSES – Remote / 2022

- Wrote articles that contained complex scientific material that was translated to be understood by non-expert audiences.
- Brainstormed, researched, and analyzed topics that would best fit the website's mission and be most informative and entertaining for readers.
- Articles contained SEO-focused words.
- Images were selected through both Creative Commons license, gaining permission from image owners, and commissioned art when needed.

ECP WORKING GROUP SECRETARY AND OUTREACH COORDINATOR

THE WILDLIFE SOCIETY – Remote / 2020 – 2022

- Worked in parallel with the communications coordinator.
- Brainstormed, researched, and analyzed topics to increase communications and outreach across the 2K membership.
- Created steady membership engagement by helping develop, write, and edit the biannual newsletter which was distributed to the entire membership around the world.
- Produced, maintained, and built awareness for educational material maintained on the website and through monthly email releases.
- Created, lead, and promoted monthly outreach events head over zoom.
- Maintained communication with membership and organization staff through direct mail, internal and external promotional materials, and advertising materials.

SOCIAL MEDIA MANAGER

VANDEELEN-DRAKE LAB – UW, MADISON – Remote / 2020 – 2021

- Created and maintained social media accounts.
- Brainstormed, researched, and analyzed topics to share with the public.
- Coordinated a schedule of posting and science communication hosts.
- Created graphic for profiles.