

MEKITA RIVAS

ABOUT

I'm a writer, editor, strategist, and consultant who's passionate about good grammar, gripping narratives, and gutsy branding. I have more than a decade's worth of editorial, content strategy, and project management experience across a diverse range of industries. I'm confident I can help your team optimize the written word in an effective, efficient, and original way.

EDUCATION

- University of Nebraska-Lincoln '12
- Bachelor of Journalism
- Bachelor of Arts in English
- Minors: Spanish, Ethnic Studies, Film Studies

SKILLS

- news and feature writing
- original reporting and research
- copywriting for print and digital
- copy editing and proofreading
- digital and social media strategy
- newsletters and email marketing
- internal and external communication plans
- content and database management systems

CONTACT

- email: hello@rivasraves.com
- linkedin: [@mekitarivas](#)
- instagram: [@rivasraves](#)
- portfolio: [rivasraves.com](#)

La Mer

9/2021 – present

Copywriter

- Concept, write, and edit engaging, on-brand copy for 360 campaigns, including print, digital, and social assets, as well as visual merchandising copy, video supers, scripts, and more
- Concept, write, and edit copy for promotional programs and quick-turn ad hoc requests
- Create names and write copy for seasonal sets; collaborate with legal department on claims; use cross-functional feedback to fuel creativity

Cosmopolitan

9/2021 – 7/2023

Contributing Editor

- Wrote and edited evergreen SEO content across core verticals: beauty, fashion, lifestyle, entertainment, and relationships. Content included explainers and shopping roundups.
- Conducted research and interviewed expert sources for articles as needed

PopSugar

3/2022 – 12/2022

Senior Contributing Fashion Editor

- Edited daily news posts, including celebrity fashion stories, shopping and SEO service pieces
- Pitched, wrote, and contributed to pillar franchises in the PopSugar voice
- Managed and oversaw editorial team in fashion director's absence

Bustle

1/2020 – 1/2022

Senior Contributing Fashion Editor

- Wrote 3-5 long lead feature stories per week; covered industry and celebrity news, as well as market slideshows and product roundups
- Pitched on-brand story ideas; submitted clean, fact-checked copy; built stories within custom CMS

[solidcore]

10/2019 – 3/2020

Copywriter

- Wrote, edited, and approved all brand copy, including ads, emails, social and web content, marketing materials, and more
- Ghostwrote for the founder and CEO, including talking points and emails; worked with exec and marketing teams on conceptualizing and executing multi-channel campaigns and brand initiatives

Refinery29

4/2019 – 2/2020

Contributing Writer

- Worked cross-functionally with multiple editorial teams including fashion, beauty, commerce, trending news, and branded content
- Pitched and took on assignments; wrote thoughtful, creative takes on daily trending/news items, in addition to longer lead stories such as profiles/interviews, essays, and reported features; built stories within CMS

Teen Vogue

4/2018 – 1/2019

Contributing Fashion Writer

- Wrote news and feature stories for fashion vertical as assigned, covering topics including celebrity style, red carpets, sustainability, and diversity and inclusion
- Identified sources, scheduled interviews, and conducted all original reporting; edited and built stories within CMS

American Association of University Women

1/2016 – 7/2017

Editor and Writer

- Edited the messaging and tone of online content including articles, blogs, press releases, social media posts, web copy
- Provided editorial oversight of digital and print projects including ads, brochures, emails, flyers, magazines, newsletters
- Wrote articles and blog posts for [aaup.org](#) and Outlook magazine

University of Nebraska-Lincoln

8/2013 – 1/2016

Communications Associate

- Prepared content and final editing for weekly digital newsletter
- Served as editor-in-chief and head writer for biannual alumni newsletter (digital and print)
- Edited administrative documents including emails, memos, talking points, job postings

E.W. Scripps Company

9/2012 – 3/2013

Web Producer

- Managed the [kgun9.com](#) homepage and social channels
- Wrote, produced, and distributed breaking news alerts
- Appeared on-air to discuss trending topics and news stories