

# GRACE MCMEEKIN

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## SUMMARY

Strategic content marketer with 5+ years of experience developing high-impact content, campaigns, and brand narratives for climate tech and renewable energy startups. Skilled in copywriting, cross-functional collaboration, PR, creative management / design, and simplifying complex subjects for diverse audiences.

## CORE COMPETENCIES

Content Strategy • Editorial Planning • Copywriting • Thought Leadership • RFP Responses • SEO • Email Marketing • Organic Social Media • Brand Voice Development • PR & Communications • Analytics • Project Management • CMS • HubSpot • Salesforce • Video Editing • AI Content Generation • Campaign Development

## EXPERIENCE

Ampion, PBC — Senior Marketing Specialist (*Jan 2023 – Present / Boston, MA [Remote]*)

- Lead content and brand marketing as part of a two-person team supporting 120+ employees.
- Built Ampion's first lead-nurture email campaign, increasing conversion by ~30%.
- Doubled LinkedIn followers from 3,000 to 6,000 in one year; led strategy and execution for all organic channels.
- Develop SEO-optimized blogs, white papers, sales collateral, landing pages, and partner marketing content.
- Direct PR strategy; oversee an external agency; write press releases for product launches, partnerships, and major milestones.
- Collaborate with product and web teams on UX/UI enhancements and messaging updates.
- Launched the company's first monthly customer newsletter to drive retention and engagement.
- Ensure brand governance across the organization and partner ecosystem.
- Organized "Women at Ampion" professional development programming
- Managed "Brand Ambassador" interns during summer of 2025.
- Awarded Ampion's "ChAmpion" award for significant cross-functional impact (July 2023).

Ampion, PBC — Marketing Specialist (*Aug 2021 – Dec 2022 / Boston, MA*)

- Supported content creation across social, email, PR, sales, and partner communications.
- Wrote SEO-driven blogs and published content in Dato CMS.
- Contributed to PR outreach, customer communications, and sales enablement materials.
- Produced onboarding content and educational materials supporting community solar enrollment.
- Assisted with early UX/UI improvements and cross-functional content alignment.

Solstice — Marketing Associate (*Aug 2020 – Aug 2021 / Cambridge, MA [Remote]*)

- Promoted from Content Marketing Fellow after two months due to strong campaign execution.
- Managed multi-platform social strategy via HubSpot; significantly increased blog and Instagram engagement.
- Produced newsletters, partner marketing content, web copy, and SEO-driven articles.
- Designed social graphics (Canva, Illustrator) and maintained the content calendar.
- Supported PR outreach, Facebook ads, and speaking submissions for executives.
- Managed a content intern and contributed to Energy Allies' fundraising and community campaigns.
- Created the "Green New York" Instagram account to build climate-organizing partnerships.

#### Solstice — Content Marketing Fellow (*June 2020 – Aug 2020 / Cambridge, MA [Remote]*)

- Created blogs, social posts, emails, and SEO research supporting customer acquisition campaigns.
- Assisted with partner marketing initiatives and early content calendar development.

#### RLF Communications — Public Relations Intern (*Summer 2019 / Greensboro, NC*)

- Drafted press releases, pitches, and client-facing communication for B2B and B2C accounts.
- Managed media tracking, campaign support, and reporting.

#### Sigma Marketing Insights — Marketing Intern (*Summer 2018 / Rockland, MA*)

- Assisted with copywriting, digital ad performance tracking, and CRM data organization.
- Contributed to an email segmentation strategy rollout.

#### BKM Marketing — Marketing Intern (*Summer 2017 / Braintree, MA*)

- Produced social and blog content for client campaigns; supported account teams and research.

## EDUCATION

### Elon University — B.A. Strategic Communications

Minors: Professional Writing Studies & French | GPA: 3.4 | Dean's List (3x) | Pi Delta Phi Honor Society

Study Abroad: Montpellier & Paris, France; Queensland, Australia

#### Selected Campus Experience:

- Account Executive, Live Oak Communications — managed campaigns for real clients, produced copy & social content.
- English Department Social Media Intern — increased engagement through targeted content.
- Communications Internship Office Ambassador — promoted internship opportunities and student programming through email, flyers, and social media.