

MEG RAINS

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804.525.8844

COMMUNICATIONS SPECIALIST + writer, editor, project manager, and *wearer of many hats* with calm nerves, clear thoughts, sharp focus — and the ability to keep smiling sincerely as a rush of people demand instant satisfaction

EXPERIENCE

Sr. Digital Copywriter + Editor (Contractor) | CAPITAL ONE

2015 – 2018

Fortune 500 financial services company :: Richmond, VA

- Worked as content strategist with digital R&D team to improve + expand the Capital One Mobile experience (user testing, journey maps, prototypes, design thinking)
- Collaborated with product owners + UI/UX designers to create content that helps customers find + do what they need in the mobile app
- Turned creative briefs into relevant email messages for customers across all lines of business (card, bank, auto finance, home loans, enterprise)
- Reviewed email content to ensure it aligns with brand voice, industry standards, legal requirements + ADA accessibility guidelines

Technical Writer (Contractor) | PCG EDUCATION

2014 – 2015

Education management consulting firm :: Richmond, VA

- Worked on UI/UX redesign project for K-12 curriculum software used by school districts nationwide
- Wrote software requirements for developers + user guides for teachers
- Coordinated + edited RFP submissions

Copy Editor | WEST CARY GROUP

2013 – 2014

Full-service advertising agency :: Richmond, VA

- Provided all levels of edit — from proofreading to substantive rewriting
- Reviewed projects for consistency, accuracy, branding, grammar, legal guidelines
- Created streamlined proofing-request process to manage projects, workflow, deadlines
- Worked on brand identity, broadcast, print, digital, employee relations, SEO/SEM + social media for financial, health care, higher education, insurance, nonprofit, retail + tourism clients

Technical Editor (Contractor) | CAPITAL ONE

2011 – 2013

Fortune 500 financial services company :: Richmond, VA

- Reviewed direct mail + online marketing campaigns (email, display, mobile, social, SEO/SEM)
- Ensured projects followed brand style, federal/legal/co-brand partner requirements + agile process
- Developed comprehensive Standards & Practices guide, corralling scattered info into one location

Development Communications Associate | CLEVELAND CLINIC

2010 – 2011

Named one of the nation's best hospitals by U.S. News & World Report :: Cleveland, OH

- Managed Giving to Cleveland Clinic website (oversaw redesign, maintained editorial calendar, content, photo archive + tracked site visits)
- Wrote fundraising-related material for print publications + digital messaging (annual report, email blasts, social media updates)
- Oversaw production of donor publications (content, design, printing)
- Consulted with physicians to translate complex medical info into lay language

Grant Writer | WINGSPAN CARE GROUP

2009 – 2010

Nonprofit administration of local social service agencies :: Shaker Heights, OH

- Researched funding opportunities to enhance child welfare programs (substance abuse, autism, at-risk youth, foster care, adoption)
- Collaborated with social work staff to turn program info into cohesive narratives
- Wrote + assembled grant applications (letters, proposals, budgets)
- Managed employee United Way fund drive + assisted with special event planning

Associate Director, Mies Society | ILLINOIS INSTITUTE OF TECHNOLOGY

2006 – 2008

Preserve and maintain Mies van der Rohe-designed buildings at IIT :: Chicago, IL

- Supported Mies van der Rohe's architectural legacy through fundraising + special events
- Wrote + produced marketing materials (advertising, invitations, newsletters)
- Managed membership join/renewal process
- Assisted with advisory board relations + quarterly meetings
- Coordinated special events (art installations, speakers' series, home tours)

Communications Coordinator, Psychiatry | UAMS MEDICAL CENTER

2001 – 2005

Arkansas' only academic health center (education, research, clinical care) :: Little Rock, AR

- Created content for Department of Psychiatry (annual reports, fundraising + marketing materials)
- Developed initial department website + maintained online content
- Provided writing support for department chair, development director, advisory board
- Planned special events for donors + employees – from fund drives to holiday parties

EDUCATION

MFA, Creative Writing
Vermont College of Fine Arts
Montpelier, VT

BFA, Writing, Literature, & Publishing
Emerson College
Boston, MA