

Meg Schaltegger

New York, New York

Contact

Megschaltegger.com

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815-483-8013

Education

Bachelor of Journalism

UNIVERSITY OF MISSOURI

Emphasis in Magazine Writing,
Minor in Sociology

Skills

- Ability to write engaging short- and long-form content on a range of topics
- Search engine optimization
- Research and interview experts, sources, and celebrities
- Google Analytics, Parse.ly, Looker, Semrush, and other analytics programs
- Sourcing products and writing product descriptions
- Shoot and execute social content
- Digest backend analytics across platforms to make informed decisions on how to scale success and optimize bottom performers
- Write post copy, scripts, and text-overlay native to the platforms and trending conversations to increase reach and engagement for brands
- Adaptable tone of voice to ensure the brand always comes through in content

Experience

May 2025 - present

Commerce Writer

Cosmopolitan | Hearst Magazines

- Write and produce SEO-driven commerce stories and timely news write-ups, leveraging search trends, keyword strategy, and real-time cultural moments to maximize traffic and engagement
- Write and produce social-first commerce stories, spotlighting trending sales, celebrity fashion, viral products, and Amazon must-haves
- Curate and manage the Cosmopolitan Amazon Storefront and ShopMy account, optimizing product selection and editorial strategy to align with seasonal trends, viral moments, and editorial calendar
- Identify and capitalize on emerging shopping trends across platforms like TikTok, Instagram, and YouTube to inform content strategy and product selection

November 2022 - Present

Contributing Writer and Creator

E! News, Delish, Women's Health, PopSugar, US Weekly. etc.

- Pitch, research, and write long-form feature stories and news articles on a wide range of topics from food and beverage trends to sex & relationships, retail, and CPG
- Source products and write e-commerce roundups with individual product descriptions
- Interview expert sources to educate reporting
- Create, shoot, and star in top-performing social content for TikTok and Instagram

July 2023 - April 2025

Commerce Writer

Dotdash Meredith

- Ideate and write top-performing shopping content across DDM publications, including InStyle, People, Travel + Leisure, Food & Wine, Real Simple, AllRecipes, Better Homes & Gardens, and more
- Utilize SEO best practices to pitch and optimize content
- Utilize Looker, Parse.ly, and other data analytics programs to educate pitches and track sales
- Proficient in affiliate marketing platforms such as Skimlinks to track performance, manage partnerships, and optimize monetization strategies

Oct 2019 - Jan 2023

Staff Writer

Thrillist | Vox Media

- Pitched and wrote 4-5 articles daily on lifestyle, food and drink, viral moments, travel, products, and more based on search and social analytics
- Published 2,000+ news and feature articles resulting in over a million monthly unique views
- Named a top 3 performing author for Thrillist.com in 2020 and named a top 10 food journalist by Muck Rack in 2021
- Created and starred in content for the official Thrillist Instagram account

Jan 2019 - Oct 2019

Editorial Fellow & News Writer

Delish | Hearst Magazines

- Published 750+ news posts resulting in millions of unique visitors
- Pitched and wrote 5-9 articles daily on food news, celebrity and pop culture moments, trending topics, and food-related television recaps
- Pitched, interviewed, researched, and wrote feature articles based on Delish tone, audience, and analytics
- Wrote social headlines, copy for Facebook, and strategized site content