

# Hello, I'm Foram Mehta

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## Experience

### Facebook (via Averro Staffing) | Boost Web Content Strategist – San Francisco, CA

MAY 2019–PRESENT

*Spearheaded the launches of 41 localized Boost with Facebook sites as the Global CMS managing editor and North America content lead*

- Designed a Global process for organizing content and implementing edits, including creating a rubric for task prioritization
- Advise on site launches and campaigns, set expectations for target dates, and manage timelines for stakeholders
- Support all content creation efforts for major brand initiatives, including: building wireframes, HTML tagging, and copywriting for Holiday Tips guide for Holiday Bootcamp global training events and the Veteran's Hub
- Consult on Global localization and North America content strategies for Boost with Facebook and Boost with Leaders Network
- Work cross-functionally with numerous external vendors and internal partners to develop and update assets for improving UX

### Platphorm | Content Manager – San Francisco, CA

DEC 2017–DEC 2018

*Coordinated the Spring 2018 soft launch of a women's weekly self-help e-newsletter and lead-gen program of 18,000+ subscribers*

- Managed editorial calendar, commissioned weekly assignments, recruited/directed freelance writers across 15 lifestyle verticals
- Maintained a <3% WoW attrition rate by building on content themes and incorporating subscriber feedback
- Created and maintained style guide for internal/external use, ensuring all creative assets adhered to brand guidelines
- Wrote content for web & mobile, marketing collateral, and organic & paid social creatives as lead UI/UX copywriter
- Facilitated cross-functional communication to identify bugs, share data insights, and outline opportunities for growth

### Healthline Media | Associate Wellness Editor (*Formerly, freelance writer*) – San Francisco, CA

JULY 2016–DEC 2017

*Led as editor of second largest health website, developed pitches, enhanced cross-functional processes, and streamlined content workflow*

- Recruited and managed team of 20+ freelance writers across various verticals, ensuring factual accuracy and brand alignment
- Assigned and edited ~40 monthly features, incorporating feedback from medical review team, copy editors and senior editor
- Produced headlines for tests, resulting in greater visibility, including publishing an article with 19,000+ monthly social referrals
- Implemented core processes and documentation to streamline internal and cross-department teamwork
- Co-designed custom dashboard to enable laser-focused insights on KPIs, informing future strategic decisions

### Roomi | Content Manager – New York, NY

APR 2015–JUNE 2016

*Owned and tracked day-to-day all content marketing and copywriting projects across owned and earned media channels*

- Launched e-magazine, TheCoLife.com, creating SEO-friendly content for 15 U.S. markets on various rental topics
- Led and coached 8+ writers, managed editorial calendar, assigned stories, and gave feedback to publish 300+ multimedia posts
- Owned all copywriting projects for marketing & biz dev, including Help FAQs, transactional emails, & paid media

## Education

### The University of Texas at Austin | Bachelors of Journalism in Broadcast News – Austin, TX

MAY 2011

## Skills

- **Editorial:** CMS, MS Office, Basic HTML, Google Analytics
- **CRM:** MailChimp, SendGrid, Localytics, HelpShift, Typeform

## Special Projects

- **Brown Girl Magazine** – Editor | 2019
- **EPILEPSY 101: The Ultimate Guide for Patients and Families** – Updates Editor | 2019
- **Epilepsy Surgery: A Guide for Patients and Families** – Ghostwriter and Assistant Editor | 2016