

# Hello, I'm Foram Mehta

San Francisco, CA  
[fmehta.com](http://fmehta.com)  
Foram26@gmail.com

## Experience

### Facebook | Help & Educational Content Strategist- San Francisco, CA

MAY 2020—PRESENT

*Devising the educational content strategy for three Facebook Business Tools, aligning with product teams to recommend, plan and write content for the Facebook Business Help Center and in-product education*

- Utilizing metrics, user feedback, bug reports and support cases to audit content, author new/update content, ensuring recommendations are data-driven
- Writing concept, task, and troubleshooting articles, partnering with product/engineers/support specialists and simplifying complex UX into easy-to-understand content for business owners, who use Facebook Business Tools to grow and manage their business
- Co-leading on strategy, program goals, communications and partnerships of Business Education initiative to uplift and empower Black-owned businesses through access to ad credits and educational resources, increasing impact by securing org. director's buy-in

### Facebook (via Averro) | Boost Web Content Strategist- Menlo Park, CA

MAY 2019—MAY 2020

*Organized the high-priority launches of 41 localized regional Boost with Facebook sites across APAC, EMEA, NA + LATAM as the global managing content and CMS editor, acting as the main point-of-contact for the website presence of a major Facebook sub-brand*

- Collaborated cross-functionally with three global teams within the Small Business Group and numerous external website/content development vendors to design content management processes, streamlining launches and updates to regional sites
- Supported all content creation efforts for major brand initiatives, such as: copywriting, wireframe builds, and XML tagging for 17 localized Holiday Tips guides for first-ever Holiday Bootcamp global training events

### 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-generation content marketing program of 18,000+ subscribers, actively testing and executing growth strategies to expand content reach across owned and paid media channels*

- 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
- Served as lead UI/UX copywriter, creating content for web & mobile app, marketing materials and organic & paid social creatives

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

JULY 2016—DEC 2017

*Led as editor of second largest health information website, developed pitches, collaborated with various teams to enhance cross-functional processes and overall productivity and tracked workflow of articles from conception to promotion*

- Organized and managed team of 20+ freelance writers across health, wellness, parenting, pregnancy and condition-specific verticals, ensuring factual accuracy and brand alignment
- Produced headlines for social media tests, resulting in higher conversion and greater visibility, including publishing an article with 19,000+ monthly social referrals

## Education

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

MAY 2011

## Skills

- **Editorial:** CMS, MS Office, Basic HTML, Basic XML, Google Analytics, Huddle, Asana
- **CRM:** MailChimp, SendGrid, Localytics, HelpShift, Typeform
- **Social Media Tools:** HootSuite, Buffer App