Faculty Bio

Merritt Neil,
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Merritt Neil is a direct marketing strategist, copywriter and trainer. She specializes in providing measurable results for clients through a range of marketing channels, print and digital. She regularly consults and writes for both for-profit and nonprofit national organizations.

Merritt serves on the faculty at Rockhurst University, where she developed and teaches the Marketing and Technology Trends course. She is past president of the Kansas City Direct Marketing Association. KCDMA named Merritt “Direct Marketer of the Year” in 2012. She was honored as a member of the 2016 40 Under Forty class by Ingram's Magazine.

Merritt currently serves on the Board of Directors at Nonprofit Connect and the Kansas City Direct Marketing Education Foundation, as well as being the Marketing Chair for the Communications Studies Alumni Board at the KU Edwards Campus.

She received her undergraduate degree in Communication Studies from Rockhurst University and a Masters in the same discipline from the University of Kansas.