

Megan Grace Essman

Social Media Coordinator

Portfolio: <https://meganessmanportfolio.wordpress.com/about-me-2/>

Contact

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Professional Skills

Social Media:



Strategic Planning

Content Strategy

Digital Marketing

SEO

SMO

Technical Skills

Adobe CC:



Hootsuite Certified

Buffer

WordPress

GarageBand

iMovie

Essential Skills

Communication

Collaboration

Research / Analytics

Flexibility

Objective

To obtain a position in digital marketing as a social media coordinator

Education

Washington State University Vancouver | Vancouver, WA | 2016 |

- ❖ Bachelor of Arts Degree in Digital Technology and Culture

Experience

Award Winning T1VR: Virtual Reality Environment of Terminal One *Columbia River Economic Development Council*

- T1VR won the Gray award at SURCA showcase in Pullman, Washington (March 28, 2016)
- Developed and implemented a social media strategy for a virtual reality project aimed at promoting the economic development of Vancouver, WA
- Created promotional videos for the project that were used as content on the project website and social media pages such as Facebook, Instagram, and Twitter.

Yoplait Social Media Case Study

- Analyzed an ongoing social media campaign on Facebook and Twitter
- Collected data and observed real-time social media interactions with the brand
- Conducted a comparative analysis of competitor social media campaigns

BMW Social Media Case Study

- Completed a SWOT Analysis (strengths, weaknesses, opportunities, threats) of a social media campaign
- Analyzed industry trends and designed a report of recommendations for the campaign

The Collaboratory

Creative Media and Digital Culture Program: WSU Vancouver

- Collaborated in the creation and implementation of a social media campaign with a marketing team
- Engaged thought leaders on social media and analyzed their social media accounts for pertinent content trends

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