

MEGAN GERACE

VERSATILE MARKETING PROFESSIONAL

PROFILE

Diligent marketer with extensive experience in building a digital-first culture. Seeking to leverage my personal approach to content marketing and knowledge of dynamic digital strategies in a new position.

CONTACT

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SKILLS

- Social Media & Community Management
- Email Marketing with MailChimp
- Content Development & Delivery
- Copywriting & Corporate Blogging
- Project Management
- Market Research & Strategic Planning
- Brand Building
- Product Launch

EDUCATION

BACHELOR OF SCIENCE
Information, Communication & Technology
FLORIDA STATE UNIVERSITY | 2010 - 2014

HOSPITALITY & TOURISM
MANAGEMENT CERTIFICATE
FLORIDA ATLANTIC UNIVERSITY | APR 2020

EXPERIENCE

SOCIAL MEDIA SPECIALIST

GRAVITYFREE INTERNET MARKETING | SEPT 2019 - PRESENT

- Content creation, social advertising, and community management for 31 brands across Facebook, Instagram, Pinterest, and Google My Business
- Evaluation and optimization of social profiles

ASSISTANT MARKETING MANAGER

EVERGREEN & RUSH CREEK LODGES | JAN 2017 - APR 2019

- Maintained company's web presence through social media, email marketing, media posts and web publications
- Assisted in the design of a long-term branding plan, including both B2C and B2B components
- Supported and executed the tracking of online KPIs, analyze results and propose improvements
- Cultivated effective and long-term working relationships with acclaimed bloggers, key social media influencers and KOLs from various sectors
- Oversaw site marketing, affiliate programs, online media, influencer partnerships and reputation management
- Launched multiple new offerings with involvement in design, packaging, marketing strategies and distribution
- Assisted in the redesign of websites for mobile optimization
- Train and direct on-site marketing team

ACCOUNT MANAGER

SKIGITAL, LLC. | NOV 2016 - APR 2017

- Oversaw and created content for multi-platform exposure and publishing for 6 brands remotely

MARKETING COMMUNICATIONS SPECIALIST

EVERGREEN & RUSH CREEK LODGES | APR 2015 - JAN 2017

- Initiated company's social media presence, developed social media policy and guidelines
- Social media planning leading to improved engagement scores by 325% and increase following while driving brand awareness
- Developed a new content strategy and provided continuous feedback to managers and marketing team
- Identified auto-posting solution to cut social media time spent by 35%
- Created and published necessary forms into digital documents that increased efficiency by 60%
- Organized and coordinated details for media and marketing events with various materials, promotions, and goals
- Establish operational marketing process in newly open lodge

TEAM LEADER, CONFERENCE DEVELOPMENT

CCI'S WOMEN IN LEADERSHIP CONF | JAN 2014 - MAY 2014

- Created and distributed post-conference surveys
- Compiled data and sentiment to report to conference team for future improvements

MEMBER, CONTENT CREATOR

VICTORIA SECRET'S PINK @ FSU | AUG 2012 - DEC 2013

- Promoted Victoria Secret's PINK brand through campus-wide events and giveaways
- Contributed content and blog posts featuring events, promotions and products