

Meagan Shelley

Lynchburg, VA | (434) 272 8396 | meaganlshelley@gmail.com | [in linkedin.com/in/meaganshelley/](https://www.linkedin.com/in/meaganshelley/) | [meaganshelley.com](https://www.meaganshelley.com)

SUMMARY OF QUALIFICATIONS

- Spearheads digital content marketing pieces for 100+ members of personal clientele
- Strong sense of problem solving through customer satisfaction in marketing content
- Achieves consistent 85% growth rate in organic traffic through content marketing initiatives
- Leads growth and development of digital media campaigns by fostering best marketing trends and practices
- Innovates 1,000s of professionally published pieces from case studies to blog posts
- Motivated multitasker who began solo entrepreneurship business during early college years

TECHNICAL PROFICIENCIES

- **Applications:**
 - Premiere Pro, Photoshop, InDesign, Hootsuite, Hubspot, WordPress, Wix, Adwords, Trello, Google Analytics

EDUCATION

Doctoral Degree in Strategic Media, Liberty University, Lynchburg VA Anticipated May 2023

- Specialization: **Digital Marketing**
- Affiliations: Honors Program, Deans List, Sigma Tau Delta, Phi Theta Kappa, Lambda Pi Eta
- **Relevant Coursework:** Media Technologies & Communication Strategies, Video, Social and Mobile Promotion, Strategic Media Analysis, Effective Social Media, Transmedia Storytelling in a Digital Age, Digital Communication Campaigns

Master of Arts in Strategic Communication, Liberty University, Lynchburg VA June 2021

- Specialization: **Transmedia and Digital Writing**
- Minor: **English**
- Affiliations: Honors Program, Deans List, Sigma Tau Delta, Phi Theta Kappa, Broadcast Education Association, FUSE Studio
- **Relevant Coursework:** Interactive, Social, & Digital Media Writing, Public Relations and Promotion Tactics, Writing for Visual Medias, Creating Affiliate Loyalty, Persuasive Advertising and Marketing, Transmedia Writing and Storytelling

RELEVANT EXPERIENCE

SEO Content Producer March 2019 - Present
Lobster Marketing Ellsworth ME

- Collaborate with over 40 team members in the creation of each optimized SEO piece
- Facilitate weekly brainstorming of content marketing optimization strategies
- Revitalize written marketing content for grammatical proficiency and quality of content

Digital Content Specialist March 2019 - Present
WriterAccess Boston MA

- Generate quality content for exceptional FOG, Kincaid, and Flesch scores
- Exceed professional merit ratings above the 80th percentile of all platform writers
- Champion content for over 25,000 industry leaders in the United States

Senior Content Marketing Writer December 2019 - May 2021
WebStrategies Roanoke VA

- Optimize specialized content for resource pages, articles, case studies, and social media posts
- Strategize for high-quality lead traffic by partnering with sales and marketing leadership
- Expedite content production by writing over 5,000 keyword focused words per week

ADDITIONAL EXPERIENCE

Freelance Technical Writer March 2021 - Present
Draft.dev Chicago IL

- Rank SEO content and keywords for strong audience leads in multiple written styles
- Coordinate blog post production by preparing communications through email and social media
- Draft 1,500+ words per week of high level content for technical startups and decision makers

Staff Cataloging Assistant May 2017 - June 2021
Jerry Falwell Library, Liberty University Lynchburg VA

- Catalog over 150+ multimedia records into library specific OCLC and Alma systems for patron use
- Care for the physical quality of books, including dust jacket covers, binding, pages, stickers, and removing grime
- Curate 2,000,000+ Ebooks by entering them into the catalog, as well as troubleshoot all client-side concerns.