

MEGHAN L. RODGERS

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CAREER SUMMARY

Multimedia project manager with strong editing skills and an eye for consistency. A capable multitasker who has a proven track record of success in a deadline-driven atmosphere. Enjoys working with clients, managing and maintaining branding, marketing, advertising, and multimedia creation needs, as well as controlling for efficient employee management and budgeting.

PROFESSIONAL EXPERIENCE

Multimedia Content Manager / Native Advertising Manager 2016-Present
535media

- Hand-selected to help lead a transition towards a profitable digital model of news media.
- Manages team of 15 writers and videographers executing branded and SEO optimized content.
- Oversees, produces, directs, and edits digital news content, videos, photography, stories and graphics that drive sales of consumer products on e-commerce websites.
- Write, schedule, and manage daily social media posts and responses for start-up brand.
- Employs SEO best practices to develop content that has grown 535media readership by 160% in 1 year.
- Works within clients' tone, voice, and messaging to produce compelling content within budget that resonates with readers.

Owner 2016-Present
Prismatik Media

- Works with clients' media production needs including photography, photo restoration, editing, SEO content creation.
- Handled food styling and photography for the George Delallo Company.

Editor, Special Sections 2008-2016
Trib Total Media

- Planned and created hundreds of special newspaper and magazine sections with a total readership of more than 1 million people.
- Created publications that attracted national and regional advertisers and generated consistent revenues.
- Hired and managed a diverse team of freelancers to accomplish specific collective goals.
- Demonstrated years of being able to increase readership on tight budgets and short deadlines.
- Dealt directly with outside and in-house printers on specifics for various print media needs.

Marketing Campaign Manager 2008-2011 & 2018
Berlin Airlift Historical Foundation

- Researched, wrote, designed and published marketing materials for the B.A.H.F. and was granted \$25K in funding from the Embassy of Germany in Washington, D.C. for the campaign.
- Provided copywriting services and content creation for promotional materials.

EDUCATION

M.A. JOURNALISM, Point Park University, Pittsburgh, Pennsylvania 2010

B.S. ADVERTISING, Kent State University, Kent, Ohio
Minor, Marketing : Cum Laude 2007

PROGRAMMING FUNDAMENTALS (Python), University of Michigan

MULTIMEDIA WEB DEVELOPMENT, Community College of Allegheny County Ongoing

SKILLS

- **Media:** SEO writing, Google Ad Words, Photoshop, Lightroom, InDesign, Illustrator, Bridge, Final Cut Pro, iMovie, videography, photography, photo restoration, Mac & Windows, UX, Spark, Canva, HTML, social media, content creating, copy editing, customer relations, research, project management
- **Passions:** SCUBA, traveling, running, reading, personal finance, baking, Spanish language, skiing, photography, yoga