

MEAGAN FLEMING

SOCIAL MEDIA + DIGITAL MARKETER

Achiever + Positivity + Strategic + Competition + Maximizer

ABOUT ME

My subject matter expertise in digital and social media marketing will make me an asset to any team. I'm continually growing my experience base to keep up with evolving programs and platforms. I'm always actively involved in learning the next best tool or program to improve my digital and social media professional work.

EXPERTISE

Tools: Sprout Social, Buffer, GagglesAMP, WordPress, Wix, HTML, CSS, Adobe Creative Suite, Canva, etc.

Skills: Social Media Marketing, Digital Marketing, Graphic & Content Creation, Project Management, Employee Advocacy

Certifications: Sprout Social Platform, HubSpot Social Media & Digital Ads, Hootsuite Platform & Social Marketing, Google Analytics for Beginners, and Stukent Mimic Social Social Media Marketing

EDUCATION

Texas State University - San Marcos, Texas

Graduation: Summa Cum Laude, 2021

Major: Digital Media Innovation & Mass Communication; Minor: Communication Studies

EXPERIENCE

Rackspace Technology - Remote

June 2021 - Present

Global Social Media Specialist

- Communicate with global social teams to ensure social activity is strategic and engaging across all regions on platforms such as LinkedIn, Twitter, Instagram, Facebook, and YouTube. Constantly innovate and create new campaigns, staying on top of the latest social trends, all while promoting employee advocacy.

Wood Squared/The Swoondle Society - Remote

June 2020 - August 2021

Digital Marketing & Communications Associate

- Managed, organized, and created content for social media and all ad hoc email marketing campaigns. During my time, Swoondle's follower count grew by approximately 132.67 each month, which is higher than previously. In addition, 56.6% of the feed posts between June 1 and November 29, 2020, was content that I created

SNIPSA - San Antonio, Texas

July 2019 - March 2020

Social Media/Communications Intern

- I managed all social content for this nonprofit animal rescue via Instagram, Facebook, Youtube, and GoFundMe. In a Facebook Group I rebranded, we saw a 453% engagement increase on posts, a 1.4k% increase in comments, and a 1.9k increase in reactions.

REFERENCES

Melissa Wood, Founder/Fine Artist/Creative Consultant, Wood Squared, (615) 390-2120, woodsquaredart@gmail.com

Brooke Kaczmarek, Manager, Social Media, Rackspace Technology, (925) 413-5554, brookemkaczmarek@gmail.com

Staci Guerra, Website & Social Media Coordinator/Photographer, SNIPSA, (830) 391-0580, staciguerra91@gmail.com