

MEGHAN SIMONETT

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PROFILE

I am a detail-oriented content creator and social media manager with proven experience delivering compelling copy and digital media for a variety of industries. With a dual career background, I generate innovative strategies and ideas while bringing life and familiarity into the digital landscape.

SKILLS

- Copy & Brand Voice
- Canva Design Expertise
- Event Planning + Execution
- Social Strategy Development
- Digital Storytelling
- Analytics + Reporting
- Audio + Video Editing
- Email Marketing
- Adobe Creative Cloud
- Short-Form Video
- Content Ideation + Execution
- Community Management
- Influencer + Partnerships
- Mental Health Advocate

EXPERIENCE

AWAY

Social Media Consultant + Content Creator

April 2024-June 2024

- Monitored and analyzed platform/content trends, and cultural moments/drivers across social media, entertainment, and the travel industry, delivering weekly trend reports with actionable insights
- Conceptualized, captured, and created timely, trending social media photo and video content, with a focus on leading cultural conversations and optimizing for shareability on TikTok and Instagram
- Produced reactive, real-time, same-day content during major events such as awards shows and company events, ensuring high engagement and relevance
- Crafted snappy, culturally-relevant on-asset and caption copy for TikTok and Instagram, enhancing the brand's voice and connection with the audience
- Collaborated with the Director of Social and Senior Manager of Partnerships on co-created content with partners, brands, and talent
- Supported the broader social team with content capture needs, including in-office content, behind-the-scenes footage of campaign shoots, email marketing and more

VIRGIN HOTELS

Social Media Manager + Marketing Coordinator

June 2023-December 2023

- Developed and managed engaging content and copy across all social media platforms (Twitter, Instagram, Facebook) for Virgin Hotels NYC and for their signature restaurant, Everdene, maintaining 404k monthly content impressions
- Achieved significant Instagram follower growth for VHNYC (+530.4%) and Everdene (+867.7%)
- Curated monthly events for the restaurant and hotel, catering to target demographics that resulted in a significant boost in brand visibility, customer engagement, and revenue generation
- Orchestrated collaborations with high-profile partners such as Sir Richard Branson, Flatiron NYC, and Out Magazine, for joint posts
- Created paid social ads with a monthly average of 673k impressions and a 35% click-through rate, exceeding monthly revenue goals
- Led architectural and seasonal photoshoots, including planning and execution, shot list creation and mood board development
- Ensured the successful launch of a new website by auditing content, updating copy, and managing imagery in alignment with brand strategy
- Directly worked with third-party PR agency to help secure 500+ publications, both in broadcast and online, including Today Show, NBC, and Condé Nast, resulting in 4.3B impressions

SPILLMAN CO.

Social Media + Marketing Manager

June 2020-June 2023

- Managed 4 diverse brand portfolios within Spillman Co.
- Generated \$7.5M+ in direct small business revenue through impactful IG content
- Developed and unified visual brand identity on social media and websites using digital tools like Google Analytics, Canva, Mailchimp, and Wix
- Oversaw monthly podcast production, including audio editing, scripting, and marketing

EDUCATION

INDIANA UNIVERSITY

Bachelor of Arts, Psychology
Minor: Fine Arts

2010 - 2014

BOSTON UNIVERSITY SCHOOL OF MEDICINE

Masters, Mental Health Counseling
and Behavioral Medicine

2014 - 2016

**REFERENCES & PORTFOLIO
AVAILABLE UPON REQUEST**