



# Megan Arszman-Weisbrodt

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**Objective** Freelance writing and social media consultant

**Employment History** **Megan Arszman Communications** Sheridan, Ind.  
**Owner/Writer** April 2012 - Present  
Write features, profiles, and training articles for multiple equine-related print and online publications  
Covered events for national equine and canine publications (online and print)  
Consult and help manage social media practices for clients

**Neogen Corporation-Animal Safety** Lexington, Ky  
**Digital Media Content Coordinator** December 2013-May 2015  
Create and maintain ecommerce product information for vendors  
Maintain the most updated images for products and ensure vendors are using the correct images  
Assist the Marketing Managers with brochures and advertisement literature (writing, editing, illustrating)

**Blood-Horse Publications/TheHorse.com** Lexington, Ky  
**Web Producer** February 2012 - June 2013  
Manage web content (videos, downloads, podcasts, articles)  
Curate content for weekly and monthly electronic newsletters  
Responsible for TheHorse.com's social media efforts  
Assist with BloodHorse.com web production and social media  
Write and maintain blog for TheHorse.com and manage other blogs

***The Horse: Your Guide To Equine Health Care*** Lexington, Ky  
**E-Newsletter/Photo Editor** April 2007 - February 2012  
Curate content for weekly and monthly electronic newsletters.  
Selecte and organize images for monthly print magazine.  
Manage relationships and contracts with freelance photographers  
Responsible for TheHorse.com's social media efforts  
Assiste photographers during major events such as the World Equestrian Games, the Kentucky Derby, and the Breeders' Cup

**Skills**

Strong communication skills  
Microsoft Office    Adobe Creative Suite  
Social Media Channels (Facebook, Twitter, YouTube, InstaGram)  
Google Analytics    ShareFile

**Professional  
Honors**

2013 American Horse Publications Honorable Mention “Freelance Writer  
Equine-Related Journalism”  
2012 Equestrian Social Media Awards “Best use of Facebook”  
2011 Equestrian Social Media Awards “Best use Twitter” and “Most  
Informative”  
2009 American Horse Publication “Best Equine-Related Electronic  
Newsletter”

**Education**

Bachelor of Science (Print Journalism), Murray State University  
Murray, Ky. 2001 - 2005