

# MEGAN ARSZMAN

AWARD WINNING WRITER. MARKETING.  
SOCIAL MEDIA.

## MY BACKGROUND

I am an accomplished creative professional with a proven track record in writing, marketing and promoting.

## PROFESSIONAL SKILLS

Software: Microsoft Office, Adobe Creative Suite (Photoshop, InDesign, Acrobat)  
Others: Photography, interview and transcription, social media management, conceptualizing marketing campaigns

## EDUCATION BACKGROUND

**Murray State University, 2005**  
*Bachelor of Science, Print Journalism*

## PROFESSIONAL HONORS

2018 American Horse Publications (AHP) Equine Media Awards Honorable Mention  
2018 AHP Equine Media Awards 3rd Place  
2017 AHP Equine Media Awards 3rd Place  
2016 AHP Equine Media Awards 1st Place  
2016 AHP Equine Media Awards 2nd Place

## CONTACT ME:

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<http://linkedin.com/in/meganarszman>

## WORK BACKGROUND

### Owner/Writer

*MA Communications | April 2012 - present*

- Write features, profiles and how-to articles for print and online publications
- Cover events (digital, print and social media updates)
- Content curation and distribution for websites and ghost writing
- Consult and manage social media practices for clients

### Communications Coordinator

*Indiana Horse Racing Commission | February 2017-October 2020*

- Curate and distribute press releases for the commission and its breed development programs
- Manage marketing plan, budget and objectives
- Manage social media accounts for all breed development programs
- Manage relations between commission and media, racetracks and fans
- Manage, design and distribution of logoed items for awards and swag
- Create and distribute monthly newsletters

### Social Media Strategist/Writer

*Cornerstone Advertising | November 2015 - February 2017*

- Curate content in the form of blogs
- Populate and manage social media channels for multiple clients
- Monitor and manage online reputation of clients on social media and review sites

### Digital Media Content Coordinator

*Neogen Corporation | 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 Marketing Managers with brochures and advertisement literature

### Web Producer

*Blood-Horse Publications | February 2012 - June 2013*

- Manage web content for TheHorse.com and assist with Bloodhorse.com
- Curate content for weekly and monthly e-newsletters
- Responsible for TheHorse.com's social media

### Photo & E-Newsletter Editor

*Blood-Horse Publications | April 2007 - February 2012*

For *The Horse: Your Guide to Equine Healthcare* & TheHorse.com

- Curate content and distribute three monthly and two weekly e-newsletters
- Illustrate monthly publication and manage digital assets
- Manage relationships with freelance photographers and collect images for publication
- Manage social media accounts for magazine