

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: iMovie, Microsoft Office, Adobe Creative Suite (Photoshop, InDesign, Acrobat< Premier Pro, Rush), HootSuite, Facebook, Twitter, Instagram, SnapChat, TikTok
Others: Photography, interview and transcription, social media management, conceptualizing marketing campaigns, building and maintaining relationships

EDUCATION BACKGROUND

Murray State University, 2005
Bachelor of Science, Print Journalism

PROFESSIONAL HONORS

2021 American Horse Publications (AHP) Equine Media Awards 1st Place
2021 AHP Equine Media Awards 1st Place
2020 United States Harness Writers Indiana Chapter President & National Delegate
2018 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
2015 Time to Ride Story Winner

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WORK BACKGROUND

Owner/Writer

MA Media | 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 or marketing practices for clients

Marketing and Public Relations Coordinator

Indiana Thoroughbred Alliance | November 2020 - present

- Curate and distribute press releases
- Manage social media profiles and marketing efforts
- Lead event coordinating and promotion

Digital & Social Media Manager

JT International Distributors | January 2021 - present

- Manage social media profiles for Tough1 and JTI Distribution
- Assist in website redesign
- Write, produce and edit videos highlighting products and how-to instructions
- Manage digital assets to assist vendors, publications and any company needs
- Manage yearling digital advertising budget and schedule

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 for horsemen and industry insiders

Social Media Strategist/Writer

Cornerstone Advertising | November 2015 - February 2017

- Curate content for client websites including B2B and B2C information
- 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 / Photo Editor

Blood-Horse Publications | April 2007 - June 2013

- Manage web content for TheHorse.com and assist with Bloodhorse.com
- Curate content for weekly and monthly e-newsletters
- Manage social media accounts for TheHorse.com
- Illustrate monthly *The Horse: Your Guide to Equine Health Care* and manage digital assets