

Megan N. Stroud

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Professional Experience

Harding University Office of Communication and Marketing | 2018-2024

Web Content Contractor | January 2024 - present

- Supporting the marketing and IT teams by managing web content

Digital Media Manager | July 2022 - June 2023

- Managed and executed content for Harding's social media, website, mobile application and video production
- Strategized and monitored all published content on the University's official social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube), reporting analytics monthly; increased cross-platform audience by 75% and video views by 86%
- Served as resource for campus sub-brand social media managers
- Contributed to alumni magazine
- Collaborated with information systems and technology teams on the app and website design, layout, compliance and user experience
- Managed a full-time videographer and as many as five social media/video student interns

Digital Media Coordinator | June 2019 - June 2022

- Began taking full responsibility of Harding's digital presence in May 2020

Student Worker | January 2018 - May 2019

- Curated content and covered live events for Facebook, Instagram and Twitter

Modern Texas Living | 2023

Marketing Specialist | June 2023 - December 2023

- Wrote editorial content and collaborated with graphic designers on editorial layouts
- Created email marketing and sales campaigns
- Strategized paid and organic marketing for the annual bridal show
- On-boarded a new ad sales and delivery software (MediaOS) and organized a cyclical annual plan for the entire business
- Managed two student interns who created social media content for three internal accounts

501 LIFE Magazine | 2015-2020

Freelance Contributor | May 2015 - August 2020

- Contributed feature writing and event photography

Arkansas Business Publishing Group | 2017

Special Consumer Publications Editorial Intern | May - December 2017

- Wrote content for multiple print magazines including Arkansas Bride, Arkansas Next and Living in Arkansas
- Curated online content for the Arkansas Bride blog

Skills & Certifications

4 Google Ads Search Certifications (Jan. 2024): Search, Display, Creative & Measurement	Adobe Lightroom Adobe InDesign Adobe Photoshop	Basic HTML AP Style WordPress	project management (Hive, Asana, Google Drive) attention to detail
Google Analytics Certified (Jan. 2024)	Microsoft Office spreadsheets	photography organization	copy writing and editing time management
social media management (Sprout, Loomly)			team communication and management
social media strategy and analytics			

Education

Harding University

MBA (4.0 GPA) | December 2020

B.A. in Journalism (4.0 GPA) & B.B.A. in Marketing (3.9 GPA) | May 2019 *Honors Graduate with Distinction*

Student Media

Harding University Student Publications: Petit Jean Yearbook | 2015-2019

Editor-in-Chief | Conceptualized a theme; managed, delegated and collaborated with a staff of 19 to edit and publish a 336-page book

Assistant Editor-in-Chief | Organized production processes, creating a new workflow system while working under the editor and copy editing

Section Editor | Gathered story ideas, wrote copy, organized content and found passion for publications as the academics and people editor