

# MEGHAN SIMONETT

## MARKETING + SOCIAL MEDIA

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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
- Social Strategy Development
- Digital Storytelling
- Analytics + Reporting
- Audio + Video Editing
- Email Marketing
- Adobe Creative Cloud
- Short-Form Video
- Content Ideation
- Community Management
- Influencer + Partnerships
- Mental Health Advocate

## EXPERIENCE

### VIRGIN HOTELS

Social Media Manager + Marketing Coordinator  
June 2023-Current

- Develops and manages 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
- Has achieved significant Instagram follower growth for VHNYC (+530.4%) and the signature restaurant, Everdene (+867.7%)
- Orchestrates collaborations with high-profile partners such as Sir Richard Branson, Flatiron NYC, and Out Magazine, for joint posts
- Creates and manages paid social ads with a monthly average of 673k impressions and a 35% click-through rate, exceeding monthly revenue goals
- Leads 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 works 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

## 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

### SPILLMAN CO.

Social Media + Marketing Manager  
June 2020-June 2023

- Managed 4 diverse brand portfolios within Spillman Co.
- Generated \$7.5M+ in direct revenue through impactful IG content
- Fostered online community engagement to build relationships and boost brand loyalty
- Developed and unified visual brand identity on social media and websites using digital tools like Google Analytics, Canva, Mailchimp, and Wix
- Aligned social and online content with overarching business goals through cross-functional collaboration
- Maintained relationships with key influencers and media partners to increase brand reach
- Oversaw monthly podcast production, including audio editing, scripting, and marketing

### MEGHAN SIMONETT CREATIVE STUDIO

Freelance Digital Media Consultant + Content Creator  
2014-Present

## REFERENCES & PORTFOLIO AVAILABLE UPON REQUEST

- Consults with small businesses to develop creative approaches and content ideation
- Creates marketing and customer engagement strategies for products and services
- Focuses on detail-oriented design that aligns with each brand's mission and story