



MEGAN VANWAUS

WRITER · MARKETER
COMMUNICATOR

MARKETINGMEGAN.COM

PERSONAL PROFILE

Full stack marketer specializing in social media content strategy, brand development, and copywriting. My journalism background, professional marketing experience, and passion for design mean I am flexible and have the skills to produce killer content across platforms and channels.

SKILLS & ABILITIES

Social

- LinkedIn
- Facebook
- Instagram
- Twitter
- TikTok
- YouTube

Design

- Illustrator
- InDesign
- Photoshop
- Canva

Web

- Wix
- Wordpress
- Squarespace
- GoDaddy
- Constant Contact
- Google Analytics

Operations

- Google Workspace
- Salesforce
- Bloomerang
- Microsoft Suite: Outlook, Word, Excel, PowerPoint
- Zoom

Writing & Editing

- Web
- Advertising
- Social media
- Blog
- Press release
- Email
- White paper
- Long form informational
- Case study
- Radio ad

CONTACT INFORMATION

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EMPLOYMENT HISTORY

Marketing & Brand Consultant, Owner

Marketing Megan (2019 - Present)

- Creates and manages client marketing projects, including websites, social media, print collateral, advertising, and public relations
- Builds brands, helping clients develop their voice and content strategy
- Advises and manages digital internal operations for clients, such as internal communication, processes, and implementation
- Collaborates with partners to offer clients the best services, including graphic designers, artists, and consultants
- Works with clients in all industries, including non-profit, healthcare, career development, tourism, auto insurance, and retail
- Acts as Marketing Manager for non-profit client Partners Against Violence

Marketing & Brand Manager

Conquer Consulting (2020 - 2022)

- Built and promoted the Conquer Consulting brand through social media, including LinkedIn, Instagram, and Facebook
- Drove, managed, and executed client marketing and branding needs; built websites using Squarespace, developed brand boards, created social media content, and managed social media platforms
- Conducted LinkedIn Optimization services for clients as a Certified Digital Career Strategist via Zoom

Content Coordinator

Perficient (2018 - 2019)

- Assisted in creating compelling content across all channels including: blogs, case studies, white papers, infographics, video, internal, and social media
- Partnered with subject matter experts to write and promote content designed to enhance the Perficient brand and increase market share
- Provided strategic input on opportunities to evolve plans and processes to grow program success

Director of Communications

REALTOR® Association of Southwestern Illinois (2015 - 2018)

- Oversaw all communication with members and the public
- Increased engagement with members and the community via social media, including Facebook and LinkedIn
- Developed content and maintained consumer-facing website, 618realtor.com, using WordPress
- Created and distributed e-newsletter to over 900 contacts weekly using Constant Contact

EDUCATIONAL HISTORY

University of Central Florida

Bachelor of Arts, Journalism, 2010

- News editor, staff writer/photographer, Central Florida Future
- President, ed2010 Magazine Club
- Member, Society of Professional Journalists