



MEGAN COMBS

CONTACT

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EDUCATION

BA, English | History minor

Northwestern University
Evanston, IL | 2011 - 2016

Professional Development

Web Design Specialization
University of Michigan, Coursera

Digital Marketing Nanodegree
Udacity

SKILLS

Customer Service & Sales

Editing and Proofreading (AP Style
& Chicago Manual of Style)

Web Design (basic HTML, CSS, JS)

Adobe Creative Cloud

Copywriting

CMS (WordPress, Cascade)

Digital Marketing

Salesforce CRM

Event Management and Planning

Email Marketing (EMMA, Pardot,
Constant Contact)

Google Analytics

Conversational Spanish

EXPERIENCE

Freelance Writer & Marketing Strategist

May 2018 - Present

- » Work with a variety of clients to create web content, emails, blog articles, social media posts, and print materials
- » Research, write, and edit cross-channel marketing content
- » Provide ghostwriting services for blogs and ebooks
- » Advise clients on marketing strategies, branding, and SEO
- » Specific areas of interest and expertise include entertainment, food, wellness, education, design, and publishing

Program Assistant, Communications and Marketing

MS in Analytics Program, Northwestern University

August 2015 - April 2018

- » Managed communications for the MS in Analytics program, including: maintaining program website, creating original content, designing marketing emails, overseeing all social media accounts, and creating marketing materials using Adobe Creative Cloud programs
- » Planned and executed frequent events and established strong recruiting relationships with executives at national companies
- » Established a WordPress blog to showcase student research; managed and edited blog platform and submissions
- » Produced video interviews with alumni and current student interns at Chicago-area companies

Managing Editor

Prompt Literary Magazine, Northwestern University

March 2013 - March 2015

- » Revised and published submissions to the magazine
- » Publicized the magazine to Northwestern University and Evanston communities
- » Facilitated weekly writing workshops open to all Northwestern University students, with topics in writing, literature, and art
- » Planned special events such as slam poetry nights, magazine launches, and workshops/Q&As with Chicago writers