



MEGAN FISHER

SOCIAL MEDIA MANAGER

CONTACT

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@candidcrandell



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PROFILE

I am an experienced social media manager seeking a full-time position in the field of social media and online marketing where I can utilize my passion for digital storytelling and cultivating authentic brand engagement.

EXPERIENCE

SOCIAL MEDIA DIRECTOR

THE HIGHER PATH COLLECTIVE | NOV 2014 - PRESENT

- Daily management of THP brand social channels (Twitter, Facebook, Instagram, Snapchat, Tumblr, LinkedIn, YouTube, Weedmaps, Leafly and Pinterest) including content creation and scheduling, community engagement and moderation.
- Management of website thehigherpath.com including overall design, original blog content and SEO to increase monthly unique page views by 5900% in the past year.
- Responsible for developing a social media strategy to increase brand awareness for THP and adapting that strategy to meet evolving company goals based off weekly, monthly and quarterly analytics reports.
- Coordinated and executed collaboration with The Ellen Show for a video segment promoting 4/20 that currently has over 9 million views across various social platforms.
- Coordinated and executed collaboration with Bravo's Vanderpump Rules for a video segment for Season 7.
- Management of employee and freelance content creation.

BUDBOX LIVE CO-HOST

PROHBT MEDIA INC. | MAY 2017 - OCT 2017

- Co-hosted a bi-weekly Facebook LIVE show called BudBox Live about cannabis education and culture.

CONTENT CREATOR

YOUTUBE | AUG 2011 - NOV 2014

- Created original video content on my channel CandidCrandell--emphasis on Pretty Little Liars and Grey's Anatomy recaps, vlogs and mental health content.

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN LIBERAL ARTS

THE NEW SCHOOL | AUG 2011 - DEC 2012

GPA: 3.14

CERTIFICATE OF COMPLETION, ACTING

THE AMERICAN MUSICAL & DRAMATIC ACADEMY NYC | FEB 2010 - MAY 2011

GPA: 4.0

ASSOCIATE OF ARTS, MAJOR IN THEATRE

FLORIDA STATE UNIVERSITY | JUL 2008 - AUG 2009

GPA: 3.77

HIGH SCHOOL DIPLOMA

WINTER SPRINGS HIGH SCHOOL | AUG 2004 - JUN 2008

GPA: 4.2

SKILLS

- SEO and Google Analytics
- Social media strategy
- Web content development
- Copywriting
- Web Design--Weebly, Squarespace and Wordpress
- Email marketing--MailChimp
- Blogging
- Project management
- Hootsuite and Sprout Social
- Adobe Photoshop
- Microsoft Office
- Community management
- Video and livestream hosting

REFERENCES AVAILABLE UPON REQUEST