

Meg Clark

MEGCLARK.COM • BROOKLYN, NEW YORK

I'm a social media and content strategist, writer, and editor based in New York City, with thirteen years of brand, agency, and editorial experience.

CONTACT

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EDUCATION

Vassar College

B.A., English Literature, 2008
Correlate: Digital Sociolinguistics
GPA 3.87, Phi Beta Kappa, Honors

SKILLS

Professional

- + Skilled at liaising between editorial, marketing, and creative teams, in editorial, agency, and brand environments
- + Digital and social content strategy
- + Content development and creation
- + Photo and video shoot production
- + Social media crisis management

Technical

- + All social media platforms
- + SocialFlow, Sprinklr, Curalate, DashHudson, TrueAnthem, Later, etc
- + GA, Omniture, Parse.ly, Chartbeat, CrowdTangle, Brandwatch
- + Wordpress, Drupal, Blogspot, Squarespace, custom CMS
- + Photoshop, Illustrator, InDesign
- + All the obvious things, like Excel

AWARDS

International Association of Culinary Professionals, Digital Media Awards

Best Corporate Instagram Account, 2020

Folio Digital Awards

Honorable Mention, Community Manager of the Year, 2019

References available upon request

WORK EXPERIENCE

Manager, Social Media – Google Global Communications & Public Affairs

GOOGLE / OCT 2021 - PRESENT

- I'm @google, across social platforms. I work closely with internal marketing, PR, social and creative teams and their agencies to support their announcements and initiatives on the main @Google handles, ensuring that their content is aligned with overall brand and social strategies that my team and I develop.
- I write and edit copy with the goal for all social posts to align with brand voice and guidelines.

Senior Audience Engagement Editor

FOOD & WINE MAGAZINE - MEREDITH CORP / FEB 2017 - APRIL 2021

- I lead social media strategy for the brand, bringing content to a social audience of over 12M people with 1B+ yearly social impressions across all social media platforms.
- I managed all aspects of sponsored social media content on F&W's channels, working with sales and marketing on RFPs and ideation, and then oversaw photoshoot production and content creation.
- I managed one social media editor and one junior social media contributor.

Social Media Manager

GLAMOUR MAGAZINE - CONDÉ NAST / AUG 2015 – FEB 2017

- I handled social media strategy and execution for all traffic-driving platforms.
- I worked closely with editorial, aud dev, and PR teams on social initiatives and events.
- I managed one junior social media contributor.

Social Media Manager

THEFASHIONSPOT.COM - EVOLVE MEDIA / JUL 2014 - JUN 2015

- I managed all aspects of social channels: content strategy, creation, community management, audience growth, contests, partnerships, analytics, and reporting.

Digital Strategist + Copywriter

FREELANCE / 2010 – 2015

I helped top-tier brands tell their stories on the internet. Some of my clients included:

- Audible.com - social strategist + copywriter
- Women's Wear Daily - freelance social media manager
- Havas - social strategist on the New York Life account
- Bullfrog & Baum - social copywriter on the Four Seasons Hotels account

Digital Marketing Manager

WIREDSET / DEC 2009 – JUN 2010

- I managed digital strategy, influencer outreach, partnerships, content creation, and events. I also asked a lot of bloggers to "embed widgets," because 2009.
- The accounts I worked on included Viacom, COTY, Ultra Records, and more.

Digital Grassroots Marketing Manager

CORNERSTONE AGENCY - THE FADER / JUL 2008 – DEC 2009

- Today we'd call it influencer outreach, but in 2008, we called it emailing bloggers.
- The accounts I worked on included Universal, Sony, Capitol, HBO, and Mountain Dew.

Digital Marketing Intern

CAPITOL RECORDS / 2005—2006