

Megan Crow

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Experience

SILHOUETTE, SOCIAL MEDIA MARKETING COORDINATOR; LEHI, UT – MARCH 2014 - PRESENT

Managed the company Instagram, Pinterest, Facebook and Twitter channels

Coordinated the affiliate marketing program including finding fresh collaborators

Worked directly with customers through social media channels to troubleshoot concerns and frustrations

Focused on curating beautiful content for Instagram and Pinterest that was authentic to the brand and helped drive sales

Grew Instagram organically from 10,000 to 52,000 followers in 12 months

Grew Facebook organically from 75,000 to 155,000 followers in 12 months

FRESHLY PICKED, SOCIAL MEDIA FREELANCER; PROVO, UT – OCT 2013 - MAY 2014

Maintained Facebook and increased followers from 13,000 to 17,000 in 3 months

Managed the Pinterest page including curating boards, sourcing original Pins & creating a page that speaks the brand's voice

Grew Pinterest from 3,000 to 30,000 followers in 6 months

Helped the team through the flood of new followers after appearing on ABC's Shark Tank

THRIFT SIMPLY, SELF-EMPLOYED; PEORIA, IL – MAY 2011 - MARCH 2013

Developed the Thrift Simply brand on Facebook & worked to keep it cohesive

Started Garage Sale Consulting business

Created & maintained the Thrift Simply Marketplace with over 1200 members

Worked closely with families to simplify their lives & make money while doing it

Education

Bachelors of Science in Human Services from University of Wisconsin-Oshkosh with a minor in Graphic Design

Skills

Recruited by Pinterest to be a Pinfluencer

Fluent in Social Media: Instagram, Pinterest, Facebook (including Pages) and Twitter

Experience using: Google +, Meerkat, and Wordpress

Comfortable in the Adobe Creative Suite