

MEGHAN R. DUFFY

STORYTELLER + STRATEGIST

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EXPERIENCE

Hopscotch Technologies Aug. '15-present *Chief of Staff*

- Write, edit and proofread copy, including blog posts, social media, pitch decks, customer emails, websites and programming curriculum
- Research and draft quarterly investor reports that showcased company's growth
- Manage all facets of HR and Operations, including accounting and payroll, talent acquisition, onboarding/offboarding, stock options and benefits administration
- Collaborate with the CEO to make decisions about budgeting, fundraising, hiring, and business strategy

Lady Collective Sept. '14-Dec. '15 *Founder*

- Launch Lady Collective, an online community for ambitious women pursuing ambitious goals
- Develop original branding and content strategy, including crafting user personas, updating editorial calendar, scheduling social media communications, and planning future themes
- Interview women from around the world to create consistently compelling daily posts
- Contribute articles to Medium and 99U based on Lady Collective's mission and interests

Metropolitan Opera Aug. '12-Aug. '15 *Production Archivist*

- Conducted user interviews and prototyped a new CMS and content publishing workflow
- Generated photo documentation using Canon Ti5 and Adobe Photoshop
- Featured photos in Museum of Art and Design "Makers" program and Met Opera catalog
- Proofed and edited calendars, job descriptions, production notes, and season catalog copy

Audiovisual Preservation Solutions Jan. '12-Aug. '12 *Consultant*

- Consulted with clients about their content preservation needs and drafted custom reports with suggested workflows and digitization recommendations
- Crafted overarching taxonomies for clients based on existing content and metadata needs
- Drafted documentation for AVCC, a tool for cataloging collections with descriptive metadata

MTV Networks Aug. '11-Jan. '12 *Digital Library Intern*

- Inspected digital content for errors and cataloged clips with rich metadata in MTV's database
- Compiled pull lists of material for Miami branch and converted files for international branches

SKILLS

Graphic Design

Adobe Creative Suite including Photoshop, InDesign, and Illustrator

Web Design + Development

Wordpress + Squarespace, HTML, CSS

Integrated Marketing

MailChimp, Customer.io, Amplitude, AppFigures, Google Analytics

Business Operations

Quickbooks, Microsoft Office Suite + iWork Suite, Asana, Slack, Helpscout

EDUCATION

Queens College, Master's of Library and Information Science

- Thesis: Customizing Digital Archive Interfaces to Support User-Archivist Collaboration in a Web 2.0 Environment

Wheaton College, Bachelor of Arts

- Psi Chi Honor Society member; Dean's list every semester