

Megan Riddle

www.meganriddle.com



Education

Bachelor of Science in Business Administration

Major: Equine Business

Minor: Marketing

University of Louisville
Summa cum laude

Additional Skills

- **Marketing Strategy**
- **Social Media Strategy**
- **Content Creation**
- **Media Planning**
- **Social & Digital Advertising**
- **Ad Resizing**
- **Email Campaign Strategy**
- **Applications**
 - Microsoft Office Suite
 - Canva
 - Adobe Creative Suite
 - Wordpress
 - MailChimp
 - Sprout Social
- **Social & Digital Media Platforms**
 - Instagram, TikTok, Facebook, Twitter, LinkedIn, Threads
 - Facebook Ads Manager
 - LinkedIn Advertising Platform
 - Google Ads

Career Objective

Passionate marketing and communications professional with experience effectively managing brand strategy and marketing initiatives from conception to completion. My work is characterized by an attention to detail and careful thinking about executing initiatives in relation to a brand's marketing plan as a whole.

My experience working in a marketing design firm, a public relations agency, and as an in-house marketing manager has given me the knowledge and skills to create and execute marketing and communications strategies for organizations across a multitude of channels.

I have demonstrated success in social media strategy and content creation, social and digital media advertising, media planning, sponsorship management, and strategic planning.

3212 Ellis Way, Louisville, KY 40220
717-253-6522 | Megan.Riddle11@gmail.com

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Work Experience

Marketing Manager

Kentucky Equine Research | May 2022 - Present

- Responsible for developing the brand strategic marketing plan and executing marketing initiatives to drive brand advocacy and sales for Kentucky Equine Research North America, Kentucky Equine Research Australasia, Kentucky Equine Research International, and KER Targeted Nutrition.
- Duties include Media Planning, Ad Resizing, Social Media Content Creation, Digital Advertising Campaign Creation, Social Media Community Management, Copywriting, Analytics & Reporting, Sponsorship Management, and Website Content Management.
- Work with internal and external teams to coordinate messaging and support project execution.

Senior Account Executive

Evins Communications | April 2021 - May 2022

- Worked on a diverse set of accounts, including Maker's Mark, Double Cross Vodka, National Limousine Association, and Privai Spa + Salon.
- Duties included Client Relations, Social Media & Digital Strategy Development, Content Creation, Copywriting, Analytics & Reporting, Influencer Relations & Campaign Management.
- Lead social media strategy, content creation, community management and social media advertising campaigns for Evins PR+ and Double Cross Vodka.
- Executed event activation for Double Cross Vodka at the 2021 South Beach Wine and Food Festival.
- Managed a brand photo and video shoot for Double Cross Vodka.

Account Executive

Stewart & Associates | May 2016 - April 2021

- Account lead for Kentucky Equine Research, Merck Animal Health Equine, & Peterson Smith Equine Hospital.
- Duties included Brand Research, Project Management, Marketing Strategy Development, Client Relations, Social Media Content Creation, Social Media Advertising, Email Campaign Development, Analytics & Reporting.

Introducing Me[g]

I figured that the first thing to do should be to candidly introduce myself outside of the generic blocks of professional content I wrote about myself on this resume. We are all more than the Skills or Work Experience section on a CV, so here goes.

My name is Megan Nicole Riddle. I grew up in the small, rural town of Aspers, Pennsylvania. I lived 20 minutes from the somewhat famous town of Gettysburg. My summer job in high school was working for the tour center, so I've been on many a battlefield tour (ghost tours too).

If I had to pick one thing that has had the most impact on my life, it would undoubtedly be horseback riding. Horses have taught me invaluable lessons about responsibility, discipline, listening, teamwork, and that hard work really does pay off.

Outside of horseback riding, my hobbies and interests are an eclectic mix of activities. I'm an avid cook and baker, I do counted cross-stitch, and I love to read. I'm a huge sports fan as well. You'll find me watching college football on Saturdays in the fall, college basketball in the winter, and Formula 1 races in between! Last but not least, I've never met a margarita that I didn't like. If you're ever in need of a margarita recommendation in the city of Louisville, I'm your girl.



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