

Megan Kuhs

www.megankuhs.com

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration
Major – Marketing Minor – Advertising

May 2023

EXPERIENCE

Social Media Manager – Freelance

July 2023 – Present

THE COLLABORATION MKE, Milwaukee, WI

- Responsible for planning, creating, posting, and managing content on The Collaboration MKE's social media accounts
- Analyze social media trends across the real estate industry and develop content to align with the interests of real estate stakeholders
- Coordinate with agents through an organized content planner to effectively support featured listings, sales, open houses, and company events

Marketing Intern

October 2022 – May 2023

MILWAUKEE BUCKS, Milwaukee, WI

- Assist with general research and competitive analysis of sports landscape as it relates to the marketing programs and initiatives incorporated in the brand
- Conduct research on exceptional individuals and organizations in the community to feature on theme nights such as Black History Month and PRIDE Night
- Auditing signage displayed in arena to ensure all marketing materials align with the Milwaukee Bucks brand image
- Development of copy for marketing materials such as promotional emails, magazines, and broadcast reads

Social & Digital Intern

April 2022 – October 2022

REINE DIGITAL & CONSULTING, Charlotte, NC

- Assisted the Senior Account Executive to onboard and manage new accounts and conducted strategic planning for client social media channels
- Provided support on client and athlete accounts with combined 150K+ followers through content planning, competitor research, and content ideation
- Maintained brand integrity by managing and developing content for agency social channels to market the agency services and showcase success of agency clients
- Maintained the client's brand's image and voice by developing content plans for client's social channels that reflect the brand's personality

Guest Lead – Social Media Captain

November 2020 – January 2023

ALTAR'D STATE, Brookfield, WI

- Utilized digital marketing through social media management to highlight the brand's story and promote events and products
- Developed and designed print advertisements for use as marketing collateral in-store
- Built and maintained relationships through community outreach with our Give Back partners each season through social and in-store promotions
- Increased followers by 30% and increased audience engagement through Instagram

CERTIFICATIONS

Hootsuite – Platform Certification

March 2023

HubSpot – Email Marketing Certification, Inbound Marketing Certification

March 2021

Google Analytics – Platform Certification, Ad Display, Ad Search

March 2021