

Meagan Hook

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Education | Ball State University

BS: Public Relations

Minor: Communications

Coles Marketing | Social Media Manager

March 2018 - Present

- Manage the strategic planning and day to day of more than 120 social media profiles
- Create monthly editorial calendars
- Content writing for blogs
- Event planning and promotion for Indianapolis events
- Coordinate with web development team on best SEO practices
- Create graphics to coincide with post captions to increase engagement
- Monitor and report SEO and Google Analytics in accordance with social media performance
- Set specific goals for each platform to achieve
- Perform research on current trends and implement new strategies to align with client goals

Dittoe Public Relations | Account Executive

March 2017 - February 2018

- Conducted a creative social media campaign which generated 1,000 organic Twitter followers in three weeks
- Increased an overall following of more than 5,500 across all social media platforms in a year for Crew Carwash
- Hosted Facebook Live videos for open house properties for a real estate client averaging an organic reach of 4,000
- Increased a hotel's social media presence organically by more than 5,200 followers across platforms in 4 months
- Established a social media presence for Bottleworks Indy and within one month garnered a following of more than 700
- Made and delivered creative media invitations in the form of "Horror Boxes" for the Indy Scream Park 2017 haunted house season garnering national attention
- Created Snapchat Geofilters for several clients with an average usage of 70% across the board
- Garnered more than 60 million media impressions and \$685,000 worth of publicity value for the entire Indy Scream Park 2017 season

Dittoe Public Relations | Account Coordinator

November 2015 - March 2017

- Social media marketing & day to day management of Facebook, Instagram, Twitter, LinkedIn and Snapchat for four clients
- Brainstormed and executed strategic media plans based on a client's goals and mission
- Coordinated media interviews the 2016 Indy Pop Con convention resulting 29 stories/TV segments driving ticket sales
- Garnered more than 41 million media impressions and \$377,796 worth of publicity value for the entire Indy Scream Park 2016 season

PlanItPR | Account Manager

June 2015 - November 2015

- Media pitched for several clients in the Chicagoland area
- Created and implemented social media marketing campaigns for a non-profit
- Wrote press releases for local Chicago retail businesses
- Coordinated print, radio and TV interviews for a pet business

-  Sprout Social
-  Media Pitching
-  Event Planning
-  Google Analytics
-  Adobe Creative Suite
-  Social Media Marketing