

# MEGHAN L. RODGERS

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## PROFESSIONAL EXPERIENCE

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**Owner | Digital Media Specialist and Content Manager** 2016-Present  
Prismatik Media

- Works with clients' content production needs including SEO content management and creation, editing, newsletters, digital marketing, podcast scripting, photography and social media

**Director of Communications** 2019-Present  
22 Jumps

- Manage all communications and branding for a fast-growing 501(c)3 that combines fundraising, adventure sports, event planning, and visual storytelling for the purpose of pushing resources to research institutions developing testing and therapeutics for traumatic brain injuries

**Paid Content Manager** 2020-2021  
Trib Total Media

- Managed a team of twelve in-house writers to develop and execute all paid content revenue streams for Triblive.com and other company media outlets
- Strategized and implemented content for Trib Total Media's outside client base
- Managed an increase in paid content revenue from between 60-100% per month and became the top revenue driver for the company when advertising dollars dried up industry-wide due to the pandemic

**Multimedia Content and Digital Marketing Manager | Native Advertising Manager** 2016-2020  
535media

- Hand-selected to help lead a transition towards a profitable digital model of news media
- Managed team of 15 writers and videographers in executing branded, evergreen and SEO optimized content
- Produced and edited written and visual storytelling that drove sales of consumer products on e-commerce websites
- Employed SEO best practices to develop content that grew 535media readership by 160% in one year
- Worked within clients' tone and voice to produce compelling content within budget that resonated with readers

**Editor, Special Sections** 2008-2016  
Trib Total Media | Pittsburgh Tribune-Review

- Planned and created hundreds of special newspaper and magazine publications with a total readership of more than five million people
- Created publications that attracted national and regional advertisers and generated consistent revenues
- Hired and managed a diverse team of freelancers to accomplish specific, collective goals
- Demonstrated years of being able to increase readership on tight budgets and short deadlines
- Dealt directly with outside and in-house printers on specifics for various print media needs

**Marketing Campaign Manager** 2008-2011 & 2018  
Berlin Airlift Historical Foundation

- Researched, wrote, designed and published marketing materials for the B.A.H.F. and was granted \$25K in funding from the Embassy of Germany in Washington, D.C. for the campaign

## EDUCATION

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**M.A. JOURNALISM**, Point Park University, Pittsburgh, Pennsylvania 2010

**B.S. ADVERTISING**, Kent State University, Kent, Ohio 2007

**MULTIMEDIA WEB DEVELOPMENT**, Community College of Allegheny County 2015

## SKILLS

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- **Media:** SEO writing, native advertising, Photoshop, Lightroom, InDesign, Illustrator, Final Cut Pro, photography, Canva, HTML basics, social media, WordPress, project management, Google Analytics, SEM Rush, Google Keywords
- **Passions:** SCUBA, cooking, traveling, running, reading, personal finance, skiing, photography, yoga
- **Certifications:** PADI Divemaster, PADI Assistant Instructor, Red Cross CPR and First Aid, Google Ad Words