

# MAGGIE GREGG | Emmy-Winning Digital Content Producer

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## SUMMARY

A self-motivated and detail-oriented digital content strategist and social media producer adept at cross-channel audience engagement and innovation. Known for analyzing social media metrics and trends to create content that differentiates from the competition and achieves results and for producing compelling content.

## CORE COMPETENCIES + KEY ATTRIBUTES

Social Media Management | Content Management | Content Creation | Social Media Strategy | Strong Attention to Detail | Analytics | Strong Project Manager | Entrepreneurial Spirit | Works Well Under Pressure | Effective Communicator | Collaborative

## PROFESSIONAL EXPERIENCE

### DIGITAL CONTENT PRODUCER | WVLT-TV | Knoxville, TN

2018 – Present

*Writes 20 pieces of engaging, creative content per day, edits and proofreads | Manages and executes social media strategy for news station | Oversees 2 members of the Digital team to develop voice on social media platforms | Collects, monitors social media data to increase awareness of brand | Develops editorial calendar*

- Increased audience engagement over 50 percent in 12 months with multiple creative and strategic social media campaigns, including planning the multi-channel editorial calendars and producing social videos
- Leads team of content writers in conversations on review, problems, creative innovations to leadership, stakeholders
- Won an Emmy Award for Spot News as part of digital content for news coverage, including content creation and content management for running hours of continuous Facebook live shows
- Leverages data to evaluate website impact on business; generates reports on social media data and provides suggestions to superiors for success
- Pitched Instagram-heavy strategy that management agreed to, resulting in a 115% increased traffic from Instagram to the WVLT website based on Google Analytics and a 33% growth in Instagram following
- Created banner advertising for a national corporate retail partner yielding a 2% click-through rate with creative services
- Drove up website engagement by 200% over 2018 and 2019 as part of cross-platform content utilization strategy, showing more growth than all competitors
- Monitors social media channels, identifies problems with projects and maintains project health

### ASSIGNMENT EDITOR | WVLT-TV | Knoxville, TN

2017 – 2018

*Served as information systems hub for content creation, ranging from managing multiple on-site teams to liaising with writers, partners, public relations agencies, higher education institutions, photographers, and videographers | Leveraged skills to plan design for app | Collaborated with reporters to analyze data for content delivery on shows*

- Coordinated 5 separate news teams, including reporters, photographers and videographers, in the aftermath of the Gatlinburg Wildfires in 2016 to produce content used across social media, website, and live channels
- Planned reporter and photographer schedules each day, utilizing effective communication and detail-oriented organizational skills
- Acted with minimal guidance under pressure, maintained and influenced cross-organizational partnerships in the community
- Proactively built and managed relationships with key internal and external stakeholders across a range of businesses

## ADDITIONAL EXPERIENCE

### SOCIAL MEDIA STRATEGIST (VOLUNTEER) | Motherly Love | Virtual

2019 – Present

- Collaborated with Founder to develop and implement a social media strategy growing the new business's Facebook following from 0 to 1,000+ in 7 months and launching the business's Instagram and Twitter pages
- Created print graphics, digital signage, newsletters and content to engage consumers; measured audience engagement, provided guidance and recommendations on growth tracking
- Develops strategies for funding in consultation with founder, managed volunteer enrollments via website

## SKILLS

**Social Media Platforms + Tools:** Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat, Burst, Hootsuite, Pinterest

**Web Development + Graphic Design Software:** Search Engine Optimization, Basic HTML, WordPress, Adobe Photoshop + Illustrator, Canva, Edius

**Analytics:** Crowdtangle, Google Analytics

**General Office Software:** Microsoft Office Suite, Excel

## EDUCATION

**MASTER OF SCIENCE, DIGITAL MARKETING** | East Tennessee State University

2020

**BACHELOR OF ARTS, ENGLISH** | East Tennessee State University | Creative Writing Society Member

2016