

Megan Marples

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Writer | Social Media Manager | Content Marketing Manager

Education

Master's and Bachelor's Degrees in Journalism and Mass Communications / Arizona State University, Phoenix **December 2020: Walter Cronkite School of Journalism and Mass Communications**

Related coursework: Intermediate Reporting and Writing, Multimedia, International Tourism, Sustainability Tourism, Non-Narrative Video Storytelling, Digital Audiences, Graphic Design, Social Media Management and Marketing, Tokyo 2020 Olympics and Photojournalism. Television anchor on Cronkite News Arizona Public Broadcasting Service, reaching more than 1.9 million homes.

Master's Thesis: Managed Arizona PBS' Instagram. Refresh branding, create stories and posts. Collaborate on TV show content.

Barrett the Honors College Graduate | Minor in Tourism Development and Management

Honors thesis: "[Experience Ireland](#)" is a multimedia interactive website about ten different heritage tourism sites and traditions around Ireland. The website utilizes written stories, videos, photos, and other interactive elements to tell the story of Ireland and its people.

Relevant Experience

CNN / Atlanta, Georgia

Features Freelance Writer and Social Media Manager / JUNE 2020 - PRESENT

Researches, pitches, and [writes feature pieces](#) for CNN.com about science, space, arts, culture, health, wellness, travel, and style topics while utilizing SEO skills. Head Social Media Manager for [CNN Travel's Instagram](#), a travel news account with over 695,000 followers. Creates Instagram posts and coordinates weekly stories in addition to collaborating with followers on posts and takeovers. Uses advanced analytics to report weekly CNN wellness and science stories metrics to the team. The metrics guide our story pitches and headline testing, which increases readership and streamlines pitching process. Ensures high consumer satisfaction by reading and responding to reader comments from CNN's weekly science newsletter, Wonder Theory, as well as their Life, But Better newsletters.

Arizona Republic / Phoenix, Arizona

Social Media Intern / JANUARY 2020 - May 2020

Scheduled social media posts, hosted Facebook Lives and ran social media coverage for Arizona events such as the Phoenix Open and the Women's March. Created visuals and utilized Facebook, Instagram, Twitter and Reddit to share with followers. Assisted the newspaper's reporting team for a nationwide USA Today video project on voter registration. Wrote trending stories to increase social media engagement.

Arizona PBS and Digital Audiences Lab/ Phoenix, Arizona

Digital Media Specialist / JANUARY 2020 – May 2020

Managed the Arizona PBS Instagram account and executed a five-month overhaul plan to increase follower count and engagement. Worked with nearly one dozen clients on their social media accounts, SEO, graphic designs and paid search advertising.

Times Media Group / Tempe, Arizona

Freelance Writer OCTOBER 2015 - DECEMBER 2020

Content Creation: pitch and write stories related to art, culture, food, family activities, local tourism, evening events in addition to concert coverage. Copy-edited newspapers and updated ads.

Publications: The Entertainer! Magazine, San Tan Sun News, Phoenix.org, West Valley View, Gilbert Woman, Valley Lifestyles, College Times, The Breeze, and The View.

CNN / Atlanta, Georgia

Programming Intern / JUNE 2019 – AUGUST 2019

Programmed content on CNN's mobile homepage and app. Conducted headline tests to increase engagement rates on the CNN homepage with a top click-through rate increase of 81%. Wrote 50+ stories for the trending and travel teams, which generated nearly 4 million unique pageviews. Covered events leading up to the Tokyo 2020 Olympics. Shadowed social media team to learn best practices. Researched story opportunities for CNN to cover, which contributed to over 11 million unique visitors across 59 articles. Created mobile visual stories related to travel topics.

Curated a daily article of the day's top stories. Created an optimization test for the article and worked with audience development to conduct a test with new method. CNN implemented new method, which showed an increased click through rate of nearly 200%

Skills

- Writing/Editing
- Copy editing/AP Style
- Audience analytics
- Social media analytics
- Project management
- Videography
- Photography
- Content management systems (CMS)
- Facebook/Instagram
- Twitter/Snapchat/TikTok
- Adobe Premiere and Photoshop
- Adobe InDesign
- Adobe Analytics
- Search engine optimization SEO
- Wellness, science journalism
- Digital media literacy
- Social media management
- Google Search Console
- Content management
- Digital audience testing
- Google applications
- International reporting
- News site programming
- Interviewing
- Microsoft Word/Excel
- Microsoft PowerPoint
- DSLR cameras
- Website development