

Meg D'Souza

megdsouza.com

PROFESSIONAL SUMMARY

People-focused, forward-thinking marketing professional with nearly 10 years of experience in content creation, social media management, and brand strategy for educational institutions. Expertise in crafting engaging, SEO-optimized content and executing impactful social media campaigns. Compassionate person with a proven ability to connect with diverse audiences.

SKILLS

Strategic Planning

Social Media Management

Email Marketing

Brand Management

Web Content Development

SEO

Public Speaking

Writing & Editing

MARKETING EXPERIENCE

Communications Consultant — *Freelance, Remote*

October 2024 – Present

Client: Executive Leader in Higher Education & Social Justice

- Design and execute marketing strategies, with a focus on impactful storytelling and audience engagement.
- Create diverse content, including social media posts, newsletters, speeches, and web content, tailored to client's unique voice and goals.
- Optimized social media content with SEO strategies, resulting in measurable increases in engagement and reach.
 - Increased key client's 90-day follower count by 10% on Instagram and 77% on LinkedIn
- Develop visually engaging graphics for digital platforms and presentations.
- Implement editorial calendars and schedules, using tools such as Monday.com and Google Workspace.

- Ensure brand consistency across platforms, leveraging social listening to enhance audience engagement.

Marketing Manager — 25th Hour Communications, Remote

March 2023 - September 2024

- Directed marketing initiatives for higher education institutions and executives nationwide, ensuring impactful communication and engagement.
- Wrote SEO-driven blogs and web content, enhancing visibility and engagement for clients.
- Crafted newsletters, annual reports, blogs, web content, and advertising copy, tailoring messaging to diverse audiences.
- Planned and executed email campaigns via Constant Contact, optimizing open and click-through rates.
- Conducted social media and communication audits, delivering actionable insights and recommendations.
- Developed comprehensive social media strategies and trained teams on best practices, boosting audience engagement.
- Created and managed content calendars and editorial plans using Microsoft Office, Google Docs, and Monday.com.
- Monitored media coverage with Critical Mentions and supported crisis communication efforts.
- Ensured brand consistency across platforms and materials, adhering to AP Style and institutional guidelines.
- Delivered presentations at national higher education and marketing conferences, showcasing innovative strategies and results.

Marketing Communications Coordinator — Southeastern Community College, Iowa

November 2017 - February 2023

- Planned and executed integrated marketing campaigns to enhance brand visibility, boosting engagement.
- Integrated mental health content, such as emotional check-ins and free resources, into regular social media schedules.
- Used SEO principles to develop website content and improve organic traffic.

- Developed communication plans supporting recruitment, retention, fundraising, and community involvement, achieving measurable results.
- Created and managed email marketing campaigns using Constant Contact, achieving open rates consistently above 35%.
- Collaborated with graphic designers to produce visually compelling materials.
- Grew Facebook followers by 170% and Instagram followers by 2800% through engaging content and strategic campaigns.
- Maintained media relationships, drafted press releases, and ensured accurate news dissemination.
- Designed and updated website content using HTML, CSS, and SEO strategies within Modern Campus CMS.
- Authored and managed articles for SCC Foundation's biannual magazine and created a dedicated e-magazine on WordPress.
- Documented events with professional photography and videography, editing videos using PremierePro, CapCut, and in-app tools.
- Coordinated and promoted large-scale events, including galas, golf outings, and student engagement activities, achieving high attendance and satisfaction.
- Spearheaded live-streaming processes for ceremonies, ensuring quality production and strong viewer engagement.

Editorial Assistant — California State University, Northridge

August 2012 - September 2013

- Managed the creation, production, and execution of promotional materials for the University Student Union's (USU) various facilities and regular events.
- Wrote, proofread, and edited print and digital marketing materials under tight deadlines, ensuring accuracy and consistency of tone.
- Wrote radio scripts for USU-related facilities and events.
- Led months-long revision efforts of USU-related webpages.
- Wrote media alerts and press releases to announce USU's newsworthy events.
- Launched a monthly newsletter for CSUN's (then new) Student Recreation Center, engaging a broad audience of students, employees, and alumni.

EDUCATION

California State University, Northridge

Master of Arts in Communication Studies

May 2014

University of Iowa

Bachelor of Arts in Communication Studies

December 2004

AWARDS

National Council for Marketing & Public Relations

2020 Rising Star Award

Medallions earned at the Midwest level:

2022 for Website Landing Page

2022 for Bi-Annual Newsletter

2021 for Social Media

2020 for Social Media

Paragons earned at the national level:

2020 for Social Media

2019 for Social Media