



# MEAGAN SELINSKY

Social Media Specialist

## CONTACT

To view my entire  
resume, contact me

## EDUCATION BACKGROUND

### Penn State University

- Bachelor of Science in Marketing  
GPA: 3.89

### Concordia University John Molson School Of Business

- Certificate of Foundations for  
Business
- Transferred to Penn State

### The Ailey School

- Certificate of Dance

## HONORS/CERTIFICATIONS

- **Dean's List 2023:** In recognition of academic excellence of a semester GPA of 3.50 or higher.
- **Golden Key International Honour Society:** Ranked in the top 15% of my program at Concordia University.
- **Later Product Pro Certification Levels 1&2**

## WORK EXPERIENCE

### ○ Social Media Specialist

Eddy K Bridal

- Oversees and manages content creation, ensuring alignment with brand objectives and consistent adherence to posting schedules across all social channels.
- Orchestrates content calendars, optimizing timing and frequency for maximum audience engagement and growth.
- Creates viral TikToks and Reels that have garnered over 12 million views, exponentially enhancing brand awareness and engagement.
- Orchestrates promotional and marketing strategies for 50 events on a weekly basis, helping generate sales.
- Curates and maintains brand consistency across seven social platforms (Instagram, TikTok, Facebook, YouTube, Pinterest, Threads, and Lemon 8), growing the combined follower base to over 400K.
- Utilizes Google Analytics to monitor, analyze, and report monthly metrics and KPIs, facilitating data-driven decisions for content strategy and resulting in a remarkable 45% increase in followers.
- Daily community management across social platforms.
- Strategically manages paid social media advertising campaigns on TikTok and Instagram.
- Works cross-functionally with the design and sales team to advertise over 100 new dresses every year, garnering an increase in revenue for the company.
- Oversees collaborations with influencers for marketing campaigns.
- Conducts marketing and content creation photoshoots.

