


Megan Ezell

PROFESSIONAL PROFILE

I am a media and e-commerce passionate individual and a recent graduate of the University of Arkansas with a Bachelors in Apparel Merchandising and Product Development. I am looking for a career that provides a challenging yet creative environment in the social media and marketing fields.

CONTACT

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EDUCATION

Bachelor's Degree
Apparel Merchandising &
Product Development
University of Arkansas 2016
Fayetteville, AR

EXPERTISE

Adobe Creative Suite
Microsoft Office
Social Media
Google AdWords Certified
Photography
Photo Editing
Copy Writing & Editing

WORK EXPERIENCE

Social Media & PR Intern
[AKUA](#) - NYC/Miami 4/2018 - 3/2018

- ▣ Launched AKUA as a brand
- ▣ Managed all social media profiles
- ▣ Managed a successful rebrand and Kickstarter campaign including PR, social media & marketing
- ▣ Increased social media following by 100%

Production Associate
Dillards - Little Rock, AR 4/2017 - 9/2017

- ▣ Wrote e-commerce description copy
- ▣ Published arrivals according to brand guidelines
- ▣ Analyzed company wide top search term reports
- ▣ Assisted designer on creative copy for ads

Social Media & Design Intern
O'Neill - Irvine, CA 6/2016 - 7/2016

- ▣ Curated weekly social media content
- ▣ Tracked bounce rate with Google Analytics
- ▣ Updated merchandise guides with Adobe
- ▣ Styled & prepared outfits for e-commerce arrivals

Creative Director
Belle Boutique - Arkansas 5/2013 - 12/2015

- ▣ Developed & maintained brand image
- ▣ Created & executed seasonal campaigns
- ▣ Photographed merchandise for e-commerce sales
- ▣ Contributed to seasonal merchandise buys