

# Meghan Coyle

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## Relevant Experience

***Southern California Public Radio, Digital News Clerk*** June 2017 - Present

- Conduct research and interviews, write and aggregate news stories, manage Facebook and Twitter accounts, create Instagram stories, copyedit, optimize headlines for web and social, and implement digital best practices
- Executed a social media project that connected scrambling brides with people willing to lend their wedding dress that resulted in a nationally trending hashtag

***National Public Radio, Digital Ad Operations Intern*** October 2017 - Present

- Traffic digital ads on NPR.org and audio ads on NPR podcasts, manage digital campaigns, write on-air promotional copy, compile performance reports, write proposals, account management
- Streamlined the creative examples database and established best practices for a new programmatic ad server

***KCRW, "Morning Edition" and "All Things Considered" Fill-In Producer*** September 2016 – Present

- Produce on-air interview segments and live hits, schedule and book guests, write web posts for Public Radio International and KCRW.com, edit audio, write scripts

***Museum of Ice Cream, Front of House Staff*** April 2017 – Present

- Greet and entertain guests, facilitate communication between customers and management, serve ice cream

***Daily Trojan, Online Managing Editor*** June 2015 – May 2017

- Manage the website of the student-run newspaper, create online packages and websites
- Started weekly Google Analytics reports, made recommendations based on SEO and social media engagement
- Increased social media followers by at least 10 percent each semester and created some of the most visited pages on the website to date

***Annenberg Media, Radio Producer, Radio Host, and Web News Editor*** August 2015 – Present

- Pitch, research, write, copy-edit, and fact-check stories for a thirty-minute radio show, headline news shows, and a bi-weekly interview podcast, promote stories on social media, collaborate with the TV and online teams
- Awards: National Winner in the Society of Professional Journalists Mark of Excellence Awards for Best All-Around Newscast and 2<sup>nd</sup> Place in the Broadcast Educators Association Awards for Best Radio Newscast, Finalist for LA Press Club Award

***Entertainment Technology Center @ USC, Assistant Copy Editor*** March 2014 – March 2017

- Aggregated daily entertainment technology news for the ETCentric industry newsletter
- Monitored industry trends in digital strategy, advertising, and consumer products in the entertainment industry

***NBC Olympics, Runner and Shot Selector*** June 2016 – August 2016

- Provided technical support for the at-home Olympics broadcast operation, facilitated the digital workflow, logged video, selected shots for online highlight videos, project management of technology deployment, run scripts

## Education

**University of Southern California, Annenberg School for Communication & Journalism** May 2017

B.A. Print & Digital Journalism, Minor: Web Technology & Applications

GPA: 3.80 | Magna Cum Laude, Dean's List, Lambda Pi Eta, President - USC Ice Girls (figure skating team)

## Skills

- Proficient in Microsoft Word, Excel, Powerpoint, Google Apps, Adobe InDesign, Photoshop, Audition, Illustrator, After Effects, Premiere, Dalet, Final Cut Pro X and Motion
- Proficient in coding with HTML, CSS, jQuery, Javascript, Adobe Dreamweaver software, and working with a variety of CMS including WordPress and Drupal
- Proficient in Google Analytics, Twitter Analytics, Facebook Insights, Google AdWords, Chartbeat, Crowdtangle
- Proficient in MailChimp, Slack, Basecamp, Trello, Jira