



MEREDITH SCHNEIDER

Digital Media Professional

EXPERIENCE

CONTACT

meredithgschneider@gmail.com
www.meredithschneider.com

EDUCATION

B.S. COMMUNICATION STUDIES

2011
University of San Diego

PUBLICATIONS

Imperfect Fifth | Top5
PlaylistPlay | iWIDK | Moshery
Reach Out | Serial Optimist
Examiner.com | Fueled By Ramen
Quarter Life Joy |

CONTRACT WORK

Crush Music | Southern Living
Creelio | Hello Fearless | NFL
Steven Wetherbee Photography |
Golden Track Recording Studio
Apex Ski Boots | Local Ruckus |
The Empowerment Photographer

SKILLS

PR | Biography Writing
Trello | Basecamp | Mavenlink
Dubsado | Multiple Social Media
Scheduling Platforms | Adobe
Suite | FinalCut Pro | Hubspot |
Video | Photography | Voice Over
Talent

SOCIAL

linkedin/in/meredithgschneider
fb.me/meredithgrace7
@merelygrace

FOUNDER | EDITOR

ImperfectFifth.com | 2017 - present

Founded music publication ImperfectFifth.com, operating as its Editor in Chief, a writer, interviewer, photographer, and digital media producer. Seek and manage contributing content creators, concocting a substantial internship program while building our online presence. Currently designing merchandise.

WEB CONTENT + MARKETING MANAGER | EDITOR IN CHIEF

Impose Media (Answer Media) | 2016 - 2017

Created engaging content to attract and build an online presence. Managed all aspects of digital media, and tested, tracked, and analyzed all aspects of marketing plans. I was the Editor in Chief of both ImposeMagazine.com and Moshery.com, handling press requests, editing, and management of every bit of content on the sites and digital media, outreach on behalf of our brands, and writing/photography assignments. I was also the Director of Development and Production at Capstone Entertainment and a Producer at SPACEMOB Studio. Oversaw new project acquisitions and development by reading scripts, screening films, and seeking out new projects, as well as directed production and logistics for short form video content.

SOCIAL MEDIA MANAGER

BIGSHOT Inbound | 2014 - 2015

Generated and managed social media concepts for BIGSHOT and an array of clients. Expanded online communities for all clients by keeping track of trends and making sure clients reach their target goals. Created and managed paid and organic social ad campaigns, analyzing metrics along the way. Compiled monthly reports for each client, up to 17 at a time. Copy edited and managed additional material in the content department as requested. Took professional photographs for BIGSHOT and its clients.

DIGITAL MEDIA COORDINATOR | WRITER | VISUAL EDITOR

BreakThru Radio | 2012 - 2014

Created social media initiatives to target community growth, posting original content. Pitched, wrote, and edited editorial content based on calendar and themed weeks. Drafted ideas, contributed to radio shows, and created weekly social media analyses for all social media platforms. Edited weekly BTN audio and visual segments.

MEDIA INTERN

Crush Music Management | 2012

Drafted social media content for high profile clients. Brainstormed potential contests, content, and ideas. Updated blogs, feeds, and weekly status reports for all clients, and the Crush brand at large. Handled creative projects pertaining to client endeavors.

ACCOUNT | EXECUTIVE ASSISTANT

87AM | 2011 - 2012

Created marketing initiatives and decks to pitch a wide range of entertainment clients. Shot and edited footage at Broadway shows and events. Drafted social media posts for websites. Created key words for media planning. Aided in key art decisions and handled follow-up with outside companies. Created weekly social media analysis reports for clients. Drafted PR statements and accounts information.