

MEG FERINGA

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EXPERIENCE

Social Media Intern, Service Express

May 2024 – Present

- Research trends and brainstorm strategies for engaging content
- Collaborate with team members to ensure cohesive messaging and brand voice
- Post on social platforms, including LinkedIn, Instagram, Facebook, and X
- Utilize tools like Sprout Social to plan, schedule and track social posts and performance
- Draft copy and design graphics for various social media marketing campaigns
- Create and edit short-form video content for social
- Provide support on project management tasks in Monday.com platform
- Conduct employee outreach for external and internal initiatives
- Assist with organization charts and employer brand content for onboarding

Independent Study, Calvin University COMM Department

Aug 2023 – Dec 2023

- Conducted a social media audit and brand summary to guide social strategy
- Created a detailed social media strategy plan and content calendar
- Filmed and edited Instagram Reels to engage with our target audience
- Analyzed social media metrics and insights over 15 weeks using Meta Business Suite
- Increased organic Instagram reach by 1.1k% and engagement by 1.9k%
- Increased organic Facebook reach by 850.9% and engagement by 1.1k%

Marketing Assistant, Calvin University Global Campus

Mar 2022 – Apr 2024

- Designed posters and bookmarks for 10+ graduate programs
- Collaborated with program directors and team members on a variety of marketing projects
- Conducted audience research for marketing mailing lists

EDUCATION

Bachelor of Arts in Strategic Communication

Aug 2021 – May 2025

Calvin University, Grand Rapids, MI

- Minor in Graphic Design
- Final GPA: 3.78
- Member of Lambda Pi Eta Communication Honor Society

KEY SKILLS

- Sprout Social
- Monday.com
- Canva
- Adobe Illustrator
- Microsoft Office Suite
- Meta Business Suite
- Capcut
- LinkedIn
- Instagram
- Facebook
- X (Twitter)
- TikTok
- Social Media Content Creation
- Interpersonal Communication
- Strategic Planning
- Storytelling
- Problem-Solving
- Time Management
- Organization
- Collaboration
- Detail-Oriented
- Brand Identity
- Creativity
- Copywriting