



MEG FERINGA

CONTACT	EXPERIENCE
630.601.8776 feringameg@gmail.com Villa Park, Illinois www.megferinga.com	<b>SOCIAL MEDIA INTERN</b> Service Express <i>May 2024 - Present</i> Responsibilities: Researched trends and brainstormed strategies to curate engaging content Collaborated with colleagues to ensure cohesive messaging Implemented tools like SproutSocial to schedule social media posts Posted on social platforms including LinkedIn, Instagram, Facebook, and X Drafted copy and designed graphics for various social media campaigns Supported the 15.3% engagement increase across platforms since May 2024 Created 7 Instagram Reels, resulting in 11,222 impressions and supporting a 81.3% increase in engagement
EDUCATION	
<b>B.A., STRATEGIC COMMUNICATION &amp; GRAPHIC DESIGN MINOR</b> Calvin University <i>2021-2025</i>	
SKILLS	<b>MARKETING ASSISTANT</b> Calvin University Global Campus <i>March 2022 - April 2024</i> Responsibilities: Designed posters and bookmarks for 10+ graduate programs Curated social media posts to market Global Campus events Communicated with program directors and partners on projects Conducted audience research for mailing lists
APPLICATIONS	<b>INDEPENDENT STUDY IN SOCIAL MEDIA</b> Calvin University Communication Department <i>August 2023 - December 2023</i> Responsibilities: Conducted a social media audit and brand summary Created a social media strategy plan and content calendar Increased organic Instagram reach by 1.1k% and engagement by 1.9k% Increased organic Facebook reach by 850.9% and engagement by 1.1k% Filmed and edited Instagram Reels Analyzed social media insights
Meta Business Suite Adobe Illustrator Instagram Reels SproutSocial Monday.com Office 365 CapCut Canva	