

# MEGAN SCHILLING

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**PORTFOLIO** [meganjoycreate.com](http://meganjoycreate.com)

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## EXPERIENCE

### **Tractor Zoom, 2023-Now**

Content Strategist, 2023-2024 | Content Manager, 2024-Now

- Develop B2B marketing content strategy and quarterly content calendar in support of organizational goals
- Develop marketing copy to target B2B and B2C audiences across email, print collateral, website, video, and social media channels
- Develop content for and maintain updates to the B2B Knowledge Base for customers
- Manage two freelance writers to produce high-quality content for B2C website copy packages, including articles and landing pages with SEO best practices
- Develop executive thought leadership strategy and partner with CEO to implement content
- Create and implement organization style guide and brand expression documentation
- Manage a full-time direct report and video production intern seasonally
- Lead content review process and proofreading across all external content published
- Collaborate with Customer Success, Sales, Product, and Executive Leadership to proactively improve content strategy via anecdotal and data review

### **Successful Farming at Dotdash Meredith, 2019-2023**

Digital Content Editor, 2021-2023 | Agronomy & Technology Editor, 2019-2021

- Create agricultural editorial content for print magazine, website, podcast, and TV show
- Strategize content for and manage brand's Instagram, Facebook, and Twitter
- Manage daily email newsletter distributed to subscribers
- Manage homepage content of agriculture.com, a Drupal site, featuring stories and daily news articles to engage farmer audience
- Research topics and interview key subjects and experts for multi-source stories
- Work cross-functionally with Sales & Marketing teams to contribute to editorial roundtables
- Moderate agriculture and technology focused panels at industry events
- Attend field days and conferences to keep up-to-date on news and industry trends

### **Iowa AgriTech Accelerator, 2017-2019**

Executive Director

- Develop and oversee curriculum for 100-day start-up mentorship program
  - Recruit for and conduct and manage selection process to enroll entrepreneurs into program
  - Author blog posts, create pitch decks, flyers, and other external marketing materials
  - Manage organization budget and reporting to two boards of directors
  - Provide lead support to entrepreneurs-in-residence for tactical mentorship
  - Plan and manage program events; attendance ranging from 20 - 150 persons
  - Direct external marketing firm's work on public relations and social media strategy
  - Recruit, coach, and counsel 130+ mentors in the program
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## **Workiva, 2012-2017**

Communications Coordinator, 2012-2013 | Senior Communications Editor, 2013-2017

- Manage custom company intranet built on Drupal CMS with internal web development team
- Develop internal communications and distribute via intranet, newsletter, and digital signage to engage and inform company of 1,200 employees across 16 global cities
- Develop strategy for internal campaigns including graphics, video and photography, messaging, timelines, and logistics
- Manage a full-time direct report producing high-quality internal communications content
- Collaborate with Customer Success, Development, Marketing, and Talent Acquisition teams to develop a summer internship program. In 2012, served 49 interns across three cities and in 2013, served 86 interns across six cities
- Co-write and copy edit corporate sustainability report and corporate news press releases
- Facilitate external and internal communications regarding company IPO and name change

## **LEADERSHIP**

- Des Moines Art Center Art Noir Member Group President, February 2022-February 2024
- Future Agricultural Communicators Committee Chair, June 2021-January 2023
- Des Moines Art Center Art Noir Member Group Secretary, February 2020-February 2022
- Co-founder of Female Founders DSM, April 2018-June 2019

## **SPEAKING ENGAGEMENTS**

- Women in Agribusiness Summit Farmers Panel moderator, September 2019, 2021, 2022
- Commodity Classic Farmers and AgTech Panel moderator, February 2020
- SXSW AgTech Shaping the Future of Agriculture Panel moderator, March 2019
- FarmHer podcast guest, September 2018
- Shift ICT Conference speaker, September 2018
- UrbanFarmU Podcast guest, May 2018
- Square One DSM Startup Stories Podcast guest, April 2018

## **AWARDS**

- International Federation of Agricultural Journalists Young Leaders Award, March 2022
- Andy Markwart Horizon Award, August 2021
- AAEEA Communications Award, "Soil Health Digest: 20 Questions Answered," August 2020
- AAEEA and Alltech Cultivating Young Ag Journalists Award, August 2019
- PR News Digital PR Awards, Workiva Intranet, November 2016
- PR News Digital PR Awards, Honorable Mention Workiva Communications, November 2016

## **TECHNOLOGY PLATFORMS**

builder.io	Camtasia	Drupal CMS	Wordpress
monday.com	Ahrefs	Google Analytics	Contentful

## **EDUCATION**    2012, Bachelor of Arts English

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