






Megan Smaltz

CONTACT

 /megan.smaltz.5
 @megansmaltz
 in/megansmaltz
 260.927.7873
 smaltzmegan@gmail.com

SKILLS SUMMARY



Social Media Management
SEO Optimization
Strategic-thinking
Problem-solving
Data gathering
Copy editing
Canva
Facebook Business Manager
Facebook Insights
CrowdTangle
Creator Studio
Instagram, Twitter, Facebook, TikTok
Social News Desk



Google Analytics
Adobe Premiere Pro
Project Management
YouTube
Hootsuite

EDUCATION

Missouri School of Journalism
Bachelor of Journalism
Emphasis in Convergence Journalism

Minors & Certificates:
Spanish, Leadership & Public Service,
Multicultural Studies,
Digital Global Studies

Academic Milestones:
Travel Writing Scholar, Eaton Scholar,
Consistent Dean's Lister

PROFESSIONAL EXPERIENCE

DIGITAL DESK EDITOR

WTHR | 2021 - Present

- Pioneered the relaunch of our station's TikTok, now full of unique, native videos created and often fronted by me that have garnered millions of views across TikTok, Instagram and YouTube
- Recruited, collaborated with, and managed cross-functional teams that interacted with social media, digital stories, online content, and the production team
- Authored crucial long-form stories about major events impacting central Indiana, including the FedEx mass shooting, Delphi murders, Walmart warehouse fire, and officer funerals
- Lead and influence decision-making with the managerial team for 24/7 content, daily planning, and personnel decision-making
- Conceptualized long-term strategic projects, covering the Indianapolis 500 on-site and working elections

DIGITAL EXECUTIVE PRODUCER, MULTIMEDIA PRODUCER

KRCG | 2019 - 2021

- Employed excellent writing skills and background in politics to simplify complicated issues for numerous stories that have been syndicated by TV stations nationwide
- Partnered with digital team on daily strategy and worked with journalists to tailor their stories to succeed on various platforms
- Produced social media savvy videos in touch with audience trends leading the station in 2020 to outperform the previous year's Facebook video views by over 15 million
- Oversaw diverse, relevant content from conception to completion — including viral graphics and a live town hall on racial injustice
- Dove into competitive data to identify areas of improvement and created sound strategies for cross-functional groups

CONTRACT PRODUCER

Rugged TV | 2019 - 2020

- Combined pop culture and social media knowledge to generate concepts for multi-episodic documentary series
- Discovered and interviewed interesting characters from all corners of the country, wrote show treatments, and pitched their stories to producers
- Traveled to meet and interview potential television personalities

FILM RESEARCHER- NO ONE SAW A THING

Delirio Films | 2019

- "Boots on the ground" researcher for an award-winning company
- Uncovered facts and assisted during production of the TV series "No One Saw a Thing"
- Statewide connection builder and high-priority element archivist
- Managed multiple assignments while adapting to changing priorities

VISUAL EDITOR, ASSISTANT PRODUCER

Global Journalist | 2017 - 2019

- Developed social media strategy based on analytics and worldwide trends
- Presented to and mentored teams
- Booked and interviewed accomplished guests for internationally focused broadcasts

ENGLISH EDITORIAL INTERN

NUSHU | 2018

- Collaborated with a diverse team in Spain to design a first-of-its-kind book pairing augmented reality with news that was digestible and fun for children
- Used creative software and artistic skills to produce inventive media assets