



MEG FILAR



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CONTACT

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EDUCATION

Social Strategy & Management
Savannah College of Art and Design
2021-2025
Savannah, Georgia

SKILLS

- Website Design
- Social Media Apps+ SEO
- Canva, Wix, and Adobe
- Management
- Social Strategy & Branding

EXPERIENCE

Social Media Manager (Freelance)

Expressions Short Film (2022 Aug-Current)

I was the Social Media Manager/Coordinator for a thesis short film. I helped develop the brand presence, website, Instagram, and Facebook. I edited reels as well as captions and hashtag strategies for each post. My team and I crowdfunded and have achieved 3.5k users each week viewing the content.

Campaign Manager and Instagram Manager (2023 July-Current)

I am the Instagram Manager for the new Makeup Artistry Club at SCAD. I specialise in targeting branding Instagram posts, stories, and reels. Our account has reached 2k viewers a week and grew from 0 to 980 followers in just 1 month. @scadmakeup

Website Designer- Renee Lee Interiors (March 2023-Jan 2024)

I am the website designer for RLI, using WIX software. This involves logo rebranding, as well as setting up multi-linked pages, typeface mock-ups, and colour palette designs. reneeleeinteriors.com

Branding Coordinator

Freelance- Husted Commons, Get Simply Staged, and Expressions Short Film

Designed Logos, Typefaces, and Color Palettes. Defined the brand voice across all socials and planned content based on the brand identity for each company.

Content Creator

Freelance- Style App (2023) and SCAD MAKEUP Tik-Tok (Current)

Creating Instagram, TikTok, and Reels weekly. Proficient in editing videos and creating hashtags, captions, and related tags. I also post on my own Pinterest with 27k monthly viewers.

Creative Direction

Project Oriented-Freelance (Current)

Created a Brand Collaboration for ConverseXBen&Jerrys which can be seen more on my Instagram @sentfrommegsiphone. Currently creating a shoot and campaign for Pinterest.