

Megan

Broussard

writer / producer

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WORK HISTORY

Megan Broussard Inc. New York, NY

- **Writer/Producer** **2013-present**
Freelance writer and producer for television networks, production companies and new media, including scripted and unscripted stories for NBC, Oxygen, MTV, Bustle, Vox, Truly Original (BravoTV, AMC, SPIKE, Discovery), Ventana Productions, Rabbit Bandini Productions and more.

Tory Johnson Productions, New York, NY

- **Public Relations and Digital Content Manager** **2012**
Managed all digital content for three company sites (CSS coding and photo/video editing). Handled all media partnerships, led event marketing initiatives across 20 U.S. cities for Tory Johnson's Women For Hire, Spark & Hustle, her book tour and her *Good Morning America* segments.

Weber Shandwick, Dallas, TX and New York, NY

- **Digital Account Manager** **2009-2012**
Managed digital content marketing strategies for clients American Airlines, Pepsi, Chobani, Nespresso, Aetna, Dunkin' Donuts, Fisher Price and more. Developed digital campaigns and strategies, along with monthly analytics reports.

SKILLS

Production Management / Coordination

Network Television Series

- Associate Producer, *Into the Bush*, MTV2 (development through post-production)
 - Wrote storylines (eight episodes) for comedic reality show set in Australia
 - Managed budget
 - Coordinated applications for passports, work visas, animal-handling, film and location permits in U.S. and Australia for one show runner, two film crews, one host, eight co-hosts, 20+ wild animals and a three month-long tour of six different Australian locations
 - Interviewed and selected cast members and negotiated offers with agents
 - Managed storylines, sourced clips through post-production for additional Truly Original shows (roster includes shows like *Vanity Fair Confidential*, *Real Housewives of Atlanta*)

Editorial Video

- Producer, "[5 Dating Tips From Bartenders](#)," *Bustle*
- Associate Producer, "Curious George's Curious World," Houghton Mifflin Harcourt
 - Coordinated and directed child actors (prep/briefing, release forms, voiceover direction, enforcing regulated breaks specific to child workers) for six-episode season
 - Wrote scripts for how-to and DIY videos
 - Worked in art department to create all crafts for show

Branded/Sponsored Video

- Associate Producer, [Learn Video Series](#), Rent the Runway's Project Entrepreneur
- Associate Producer, "Bridging the Generation Gap: How to Create Cohesive Teams" S3 / E3 Microsoft's Modern Workplace web series
- Associate Producer, [Project Entrepreneur #BeInspired Series](#)

Commercial

- Production Assistant, Oxygen "In Progress" commercial series, featuring Natalie Chan's Bat Haus
- Production Assistant, Industry City, promotional commercial, including drones
- Production Assistant, Macy's Go Red commercial, New York Production Services

Live Video

- Associate Producer, [Right NOW! with Carolyn Castiglia](#), a live monthly talk show in NYC

Feature Film

- Production Assistant, *Blood Surf*, produced by James Franco
- Production Assistant, SXSW 2017's [M.F.A.](#), directed by Natalia Leite and starring [Francesca Eastwood](#)

Short Film

- Production Assistant, LEMON, directed by [Timothy Michael Cooper](#) and starring [Jennifer Westfeldt](#)

Writing / Editing

Pitched, researched and developed stories for digital publishing as a freelance writer and editor for outlets covering news, humor, lifestyle and personal essays: *ABC News, Bustle, Business Insider, Brooklyn Magazine, The Grindstone, Levo League, The Muse, Yahoo!, DailyWorth, SheKnows, PEOPLE StyleWatch, Fast Company, Wall Street Journal, Forbes, HUCK Magazine, Lucky, and Inc. Magazine.*

Held administrative credentials on content management systems (CMS) used by each publication – especially WordPress – where all stories were drafted, submitted for approval, edited, optimized to meet voice and SEO guidelines, as well as scheduled for publishing according to traffic statistics and audience research.

Wrote sketches performed at Upright Citizens Brigade at Liquid Courage and wrote an episode for the webseries *Blank Slate*.

Content Marketing / Social Media

Brought multiple departments together to create content from beginning to end: brainstorming and scripting videos based on recent articles by the editorial team; getting the production department synced up with the equipment and time needed to shoot the video; getting post production cued up on storyline and deadlines for final edits; meet with the marketing team to discuss how best to promote the content (and/or work it into current over-arching company initiatives); and depending on who is responsible for dispersing via social media, the social media calendar will be integrated into the marketing mix, as well.

Developed monthly content editorial calendars, along with corresponding social media channels and newsletters. Managed freelance writers and contractors (photographers, videographers and graphic/web designers).

Recorded and evaluated data based on Google Analytics and metrics pulled from Google Adwords campaigns to adjust content marketing campaigns and continue to better reach the audience.

Created images in Photoshop (and free apps like PicMonkey and Pixlr depending on budget) for articles and corresponding social media posts. Shot and posted live video, boomerang GIFs and Instagram stories.

Sent out weekly peg emails with the major news/events of the week to create topical calendars for publishing, including major events, celebrity birthdays, holidays, movie releases, etc.... Some required me to gather news beginning at 3am and send updated emails by the hour.

Technical

Advanced in CMS platforms: WordPress, Squarespace, BustleLab's Typeset, Blogger, Tumblr and WIX.

Proficient in site coding and WordPress plug-in adaptations. Proficient in writing software Final Draft and Celtx.

Proficient in Google AdWords/SEO campaign planning and link-building. Proficient in Photoshop, Dreamweaver and Microsoft Office Suite. Proficient in Google Analytics. Efficient in Avid. Advanced in social media scheduling/analytics tools Hootsuite, Sprout, Swarm, Buffer, Bitly and TinyURL.

EDUCATION

University of Louisiana at Lafayette

Bachelor of Arts in Communications, Minors in Business and Spanish

Upright Citizens Brigade (UCB)

Sketch Writing Program