



MEGAN JANICKE

CONTENT
SPECIALIST

CONTACT

✉ megan.janicke@gmail.com

☎ NL +31 06-11417369

🌐 www.meganjanicke.com

✓ Authorised for NL employment
& registered ZZP

ABOUT ME

I am a writer, storyteller, relationship builder, and adventurer. I have managed a television newsroom, helped non-profit communities flourish, launched the first TexMex queso mobile food business in the Netherlands, and solo-bicycled a few countries.

What I bring to the table is an entrepreneurial spirit, passion for storytelling, insatiable curiosity, affinity for problem solving, plus 10 years experience in journalism and communications.

RELEVANT EXPERIENCE

FREELANCE COPYWRITER & CONTENT SPECIALIST

Megan Janicke, LLC | March 2014-Present | NL & US

I specialize in brand storytelling and SEO optimized digital content. With 10 years of experience in journalism and communications, I know how to showcase your brand through compelling and creative copywriting - including blogs, articles, whitepapers, social media, and press releases. I also offer proofreading/editing services (US & UK English), plus Dutch to English translation.

CONTENT & COMMUNICATIONS COORDINATOR

WYSE Travel | March 2017-Aug 2018| Amsterdam

I increased global audience engagement by developing strategic communications and digital marketing campaigns. I defined the brand voice for social media platforms, marketing copywriting, mailings, and company websites. This project included A/B testing of marketing campaigns and utilizing Google Analytics and social media analytics to implement data-driven solutions. Daily tasks included planning and creating website content, coordinating social media campaigns, digital copywriting, newsletter development and email marketing.

DIRECTOR, MEMBERSHIP COMMUNICATIONS

Travis Co Medical| May 2012 - Aug 2014| Austin, Texas

In this non-profit role, I expanded a 5,000+ member program through targeted email marketing campaigns, A/B testing, and complaint resolution. Program membership increased 10% in one year and I was awarded for the highest membership increase of any program in Texas. My daily tasks included copywriting for marketing materials, monitoring digital marketing campaigns and planning program events. I also solicited and coordinated sponsorships, bringing in upwards of \$50,000 annually.

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RELEVANT EXPERIENCE

SR. NEWS WRITER AND CONTENT COORDINATOR
KEYE-TV | Jan 2009 - April 2012 | Austin, Texas

In this project management role, I decided news content and strategy, maintained brand consistency, and ensured the successful delivery of a daily, top-rated live television newscast. I wrote and edited online content and supervised the development of promotional materials and marketing copy. I coordinated a team of 15+ journalists.

JR. NEWS WRITER AND DIGITAL PRODUCER
WKYT-TV | Feb 2006-Dec 2008 | Lexington, Kentucky

I researched, edited, and wrote content for a live, top-rated television news broadcast and increased news viewership in excess of 1 year target. I was also responsible for editing and writing website and social media content.

EDUCATION

BACHELOR OF ARTS IN BROADCAST JOURNALISM
Eastern Kentucky University
2002-2006

LANGUAGES

ENGLISH - NATIVE
DUTCH - INTERMEDIATE

KEY SKILLS

CONTENT: SEO, WORDPRESS, GOOGLE ANALYTICS
SOCIAL MEDIA: HOOTSUITE, LINKEDIN, FACEBOOK
MARKETING: MAILCHIMP, BRAND GUIDELINES