

MEGAN NEWTON

EXPERIENCE

OPRY ENTERTAINMENT, Ryman Auditorium Digital Marketing Specialist

Nashville, TN | March 2019-present

Lead digital strategy for one of the country's busiest and beloved concert venues, managing and executing social, web and email marketing tactics. Create, produce and schedule all social media content across platforms to a combined audience of 709,994+ fans and followers, for over 250 live events per year and a daytime tour museum attraction, resulting in 29,470,092+ organic social media impressions in 2019. Manage paid advertising budgets and targeting for all shows and concerts, contributing to 645,000+ total tickets sold at the venue in 2019. Deliver monthly and annual reporting to executives on data, analytics, metrics and acquisition growth. Implement strategies to consistently grow audiences across social platforms, adding 65,678 new fans and followers in 2019. Produce and distribute all venue email communications, resulting in 16,000+ tickets sold for \$1,100,000+ in revenue through email in 2019. Serve as "Voice of the Ryman" on all social media platforms and within the community, empowering fans to be brand advocates. Coordinate artist gifts, trade shots, photographers, media lists, photoshoots, filming and publicity opportunities to drive national recognition. Develop digital and building-wide marketing initiatives for all Ryman Residencies, positioning the venue as the top place for residencies in Nashville.

ESSENTIAL BROADCAST MEDIA, Publicist

Nashville, TN | March 2018-March 2019

Oversaw day-to-day publicity and tour press for entertainment clients and brands, including Ryman Auditorium, Ole Red, Scotty McCreery, Steve Moakler, Jimmie Allen, Kellie Pickler and Mitchell Tenpenny, maintaining an "always on" and caretaker mentality for all clients. Coordinated extensive media lists and credentials for live concert events including Willie Nelson: Life and Songs of an American Outlaw, Loretta Lynn: An Allstar Birthday Celebration, Bayou Country Superfest and George Strait's Strait to Vegas Residency. Worked directly with artist management, labels, agents and venues to build strategic publicity campaigns surrounding key career moves including album and single releases, national tours, charitable events. Strategically escorted clients on award show carpets to maximize media exposure. Wrote and serviced press releases and statements, advising on and delivering creative assets and content to appropriate media outlets on deadline. Identified, pitched and secured media opportunities for clients (print, electronic and television) at both national and local levels including CBS Sunday Morning, TODAY, PEOPLE Magazine, Rolling Stone, Southern Bride Magazine, Tennessean and Nashville Scene. Advanced and executed grand opening media opportunities for Ole Red Nashville, resulting in 1 billion+ national media impressions. Developed and implemented media policies and vetting processes for national concert tours (Scotty McCreery: Seasons Change Tour, George Strait: Strait to Vegas), coordinating with management, promoters and venues to ensure both media and client needs are met in each market. Created and compiled full scale press reports and media coverage clips for a variety of clients and events.

RYMAN AUDITORIUM, Digital Marketing Coordinator

Nashville, TN | January 2017-March 2018

Strategized, created and scheduled social media content across social media platforms, resulting in 1.2 million dollars in digital ticket sales in 2017. Produced weekly newsletter and targeted show email blasts to drive ticket sales and managed venue's website updates. Assisted with PR initiatives, including filming, photoshoots, artist interviews and press conferences for Ryman Auditorium's 125th Anniversary. Managed artwork, digital advertising, copy and brand awareness for Ryman Auditorium's reoccurring sponsorship promotions and series. Scheduled meetings, processed expense reports, managed interns and tracked all digital reporting for Ryman Auditorium's marketing department.

OHIO UNIVERSITY ALUMNI ASSOCIATION, Communications Intern

Athens, OH | May 2015-May 2016

Curated social media content reaching an audience of 16,000+, driving growth by 8%. Crafted and updated chapter and society webpage content and composed informational newsletters to drive alumni engagement with local chapters across the United States. Planned and executed university-wide advancement events for Homecoming and On The Green Weekend managing catering, decor, talent and budgets.

GREATER CLEVELAND AQUARIUM, Marketing Intern

Cleveland, OH | May 2014-August 2014

Contributed interactive social media content on Twitter, Facebook, Instagram and Pinterest for 10,000+. Coordinated "Adult Swim" special events and the "Shark Week Scavenger Hunt" social campaign. Wrote, edited and published weekly blog posts on marine life, aquarium updates and promotional events. Established and implemented the on-going "GCA Spotlight" blog series, giving readers a behind the scenes look at employees from various departments of the attraction through multimedia and interviews.

CONTACT

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EDUCATION

OHIO UNIVERSITY

E.W. SCRIPPS SCHOOL OF JOURNALISM

B.S. Journalism - Strategic Communication

April 2016

SPECIALTIES

Social Media Management

Email Marketing

Content Curation

News and Press Release Writing

Media Relations

Reporting

Event Coordination

Campaign Development

Strategic Planning

Storytelling

TECHNICAL SKILLS

Sprinklr

Cision

Ticketmaster One

Google Analytics

Adobe Creative Suite

Microsoft Office