

# MEGAN SCHILLING

## EXPERIENCE

### **Tractor Zoom, 2023-Now**

Content Strategist, 2023-2024 | Content Manager, 2024-Now

- Develop and execute marketing content strategy and content calendar to fulfill organization business goals
- Develop marketing copy for target B2B and B2C audiences across print collateral, website, video, and social media channels
- Create and implement organization style guide
- Lead content review process and proofreading across all content published
- Collaborate with Customer Success, Sales, Product, and Executive Leadership to proactively improve content strategy via feedback, Search Engine Optimization best practices, and data
- Manage a Content Strategist direct report and Video Production Intern seasonally

### **Successful Farming at Dotdash Meredith, 2019-2023**

Digital Content Editor, 2021-2023 | Agronomy & Technology Editor, 2019-2021

- Create agricultural editorial content for print magazine, website, podcast, and TV show
- Strategize content for and manage brand's Instagram, Facebook, and Twitter
- Manage daily email newsletter distributed to subscribers
- Manage homepage strategy of agriculture.com, a Drupal site, featuring stories and daily news articles to engage farmer audience
- Research topics and interview key subjects and experts for multi-source stories
- Work cross-functionally with Sales & Marketing teams for editorial roundtables
- Research topics and interview key subjects and experts for multi-source stories
- Moderate topic-based panels at industry events
- Attend field days and conferences to keep up-to-date on the industry trends

### **Iowa AgriTech Accelerator, 2017-2019**

Executive Director

- Develop and oversee curriculum for 100-day start-up mentorship program
- Recruit for and conduct and manage selection process to enroll entrepreneurs into program
- Author blog posts, create pitch decks, flyers, and other external materials
- Manage budget and reporting to two boards of directors
- Provide lead support to entrepreneurs-in-residence's tactical mentorship
- Direct external marketing firm's work on public relations and social media strategy
- Recruit, coach and counsel 130+ mentors in the program

### **Workiva, 2012-2017**

Senior Communications Editor

- Manage custom company intranet built on Drupal CMS
- Develop communications and distribute via intranet, weekly newsletter, and digital signage to engage and inform company of 1,200 employees across 16 global cities
- Manage a full-time direct report
- Facilitate external and internal communications for IPO and name change
- Co-write and copy edit sustainability report and press releases

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## PORTFOLIO

[meganjoycreate.com](http://meganjoycreate.com)

## EDUCATION

**2012 Iowa State University**  
Bachelor of Arts, English, Advertising minor

## TECHNOLOGY PLATFORMS

Cheetah	Microsoft Suite	Drupal CMS	Wordpress
Hootsuite	Wibbitz	Google Analytics	Contentful
Google Suite	Ahrefs	JIRA	Adobe Suite

## LEADERSHIP

- Des Moines Art Center Art Noir Member Group President, February 2022-February 2024
- Future Agricultural Communicators Committee Chair, June 2021-January 2023
- Des Moines Art Center Art Noir Member Group Secretary, February 2020-February 2022
- Co-founder of Female Founders DSM, April 2018-June 2019

## SPEAKING ENGAGEMENTS

- Women in Agribusiness Summit Female Farmers Panel moderator, September 2019, September 2021, and September 2022
- Commodity Classic Farmers and AgTech Panel moderator, February 2020
- SXSW AgTech Shaping the Future of Agriculture Panel moderator, March 2019
- FarmHer podcast guest, September 2018
- Shift ICT Conference speaker, September 2018
- UrbanFarmU Podcast guest, May 2018
- Square One DSM Startup Stories Podcast guest, April 2018

## AWARDS

- International Federation of Agricultural Journalists Young Leaders Award, March 2022
- Andy Markwart Horizon Award, August 2021
- AAEA Communications Award, 3rd place, team story "Soil Health Digest: 20 Questions Answered," August 2020
- AAEA and Alltech Cultivating Young Ag Journalists Award, August 2019