

MARGARET GRIGSBY

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MARGARETGRIGSBY.COM

ABOUT ME

Every morning, I wake up and scroll through feeds. Most headlines, videos and pictures have around one second to catch my attention. I live for content that makes me stop; that makes me hold my breath; that makes me “OMG” out loud. It’s the experience people want when they’re thumbing through feeds, channels and pages.

I am a creator of these moments. I’ve been responsible for tens of thousands of these moments. I work for these moments because viewers and readers live for these moments.

For ten years, I’ve created thousands of memorable experiences for people who love news, information, entertainment and consumer goods. I know how to touch people’s hearts and minds and create loyal followers for the brand I represent.

I am enthusiastic, magnetic, fearless, demanding and competitive. I lead teams and follow leaders. I’m good with power tools.

(THE WORST) ABOUT ME

I like to get this out of the way.

I’m the most annoying when I need help, and I’m not afraid to ask. I don’t ask people to do things for me – I ask them to teach me how (here’s looking at you, IT person). I don’t take no for an answer. I’m cheery, even when I can tell you’re not in the mood. I like to chat during business hours, and then stay way too late because I wasted time chatting. I’m an over-communicator (don’t like emails, don’t hire me). I make everyone in the office sick with endless free candy. I will trap you and force pictures of my pets upon you.

SKILLS

Audio/Video Production and Editing
Copy/Feature Writing and Editing
Social Networking for Business
Content Management Systems
Adobe Creative Suite
Windows & Mac OS
Basic CSS / HTML

Search Engine Optimization
Live Broadcast Operations
Visual Merchandising
Project Management
Media Data Analysis
Talent Coordination
Event Planning

WORK

Digital Content Manager Internship Coordinator

WLSL 10 NBC - Roanoke-Lynchburg, Va.
June 2014 - Present

Graduate Teaching Assistant

College of Communication and Information
University of Tennessee - Knoxville, Tenn.
August 2011 - April 2013

Promotions Director

Main Line Broadcasting, Dayton, Ohio
July 2008 - March 2010

Production Assistant

Jewelry Television - Knoxville, Tenn.
February 2006 - September 2006

Associate Producer

WATE 6 On Your Side ABC - Knoxville, Tenn.
September 2013 - June 2014

Director of Marketing & Public Relations

Maggie Bags Recycled Seat Belt Handbags
Knoxville, Tenn.
March 2010 - October 2011

Assistant Promotions Director

South Central Media, Knoxville, Tenn.
September 2006 - July 2008

Contemporary Marketing Representative

Eagle Distributing Co./Anheuser-Busch - Knoxville, Tenn.
May 2005 - December 2005

EDUCATION

M.S. in Communication and Information

School of Journalism and Electronic Media
University of Tennessee - Knoxville
Graduation May 2013

B.S. in Communication and Information

School of Journalism and Electronic Media
University of Tennessee - Knoxville
Graduation May 2005