

## Social media producer takes the MET by storm!

By: Kate Rogge



Source: Virginia Harrell

This story will explore Virginia Harrell's journey from a student at the University of Texas to becoming a social media producer at the Metropolitan Museum of Art in New York City, New York.

Straight out of college, Virginia Harrell landed her dream job as the social media producer at the Metropolitan Museum of Art in New York City, New York. She now has the privilege of spending her days partaking in the hustle and bustle of work and life in the big city!

Harrell graduated from the University of Texas at Austin with a degree in Public Relations from the Moody School of Communication in 2019. She looks back at her time there with much gratitude and thanks for every person that helped guide her and all the opportunities she received.

Harrell enjoyed taking a wide variety of different classes. This allowed her to explore different interests within her communication degree. She got to expand her knowledge and opportunities.

The degree plan at the Moody School required her to take an internship course where she first put her interest in social media to use. During this internship, she got to work under the Social Media director and learn how to operate a company's account.

After getting to shadow and learn under a social media director, Harrell wanted to get hands-on experience herself. Always wanting to work in New York City, she saw a job opening for the Social Media Producer role at the Metropolitan Museum of Art and applied immediately. She went through the interview process and was ecstatic when learning she secured the coveted job title.

"I had a few internships beforehand, but this was my first (full time) job in this field," Harrell says.

Most young professionals in their twenties switch around jobs early in their careers, trying to find a job they both enjoy and are good at. Harrell found what she wanted to do immediately and has stuck with it. She has been working at the museum for a few years now and hasn't wanted to switch or try something different. She has gotten to learn a lot about the company and found where she fits best within it.

"My favorite part of the job is getting to strategize ideas based on our current exhibitions, as well as cultural moments that are significant and social media trends. I think it's really exciting that I get to be a part of history while also getting to be part of the contemporary world," Harrell says.

Harrell utilizes her unique set of skills and passions to combine traditional and innovative strategies on the museum's social media accounts. She gets to represent the company and try to target the variety of audiences that they might reach.