

meghan

email address | phone number

Highly motivated and sharp Content Marketer with **7 years experience** and a love of data

I have a digital resume too: **website**



right now

Content Marketer

Tech Start Up - Toronto, Canada - March 2019 - Present

Content Marketer in an **data driven SaaS start up**. I create blog posts and landing pages for specific user personas, develop and deliver videos for our popular YouTube channel, create paid advertising campaigns, manage partnerships, and creating SEO optimized content.

- I developed and hosted a webinar to engage users with our new product features resulting in **63%** of users who attended the webinar using the features within a week of the webinar airing, and **5%** of users who attended the webinar upgrading their account
- I updated a blog post to target a specific user segment by optimizing for longtail SEO keywords, resulting in a **40%** increase in page sessions



before that

Junior Creative

Communications Agency - London, England
August 2017 - October 2018

Junior Creative in a **communications agency** working with various clients to develop and deliver social good campaigns. Working on strategy development, campaign ideation and delivery, creating branding and identity, building and nurturing client relationships, managing social media marketing.

- I worked closely with a client to develop a new brand identity for a campaign, from initial audience research through to designing and presenting the brand identity

Retail Content Creator

Retail Company
London, England
February 2016 - August 2017

Content Creator for Retail Company's internal communications platform used by 10,000 staff worldwide. **Developing campaigns**, copywriting, artworking, running competitions, coordinating with senior level stakeholders to create engaging content.

Digital Marketer

Theatre Company
Cardiff, Wales

September 2015 - December 2015

Digital Marketer for Theatre Company's touring immersive theatre production. Regional targeted promotion alongside **managing the interactive audience campaign**, and working with the company to produce promotional materials.

Media Training Tutor

Arts Education Charity - Cardiff, Wales
August 2013 - December 2015

Development and delivery of filmmaking workshops in the South Wales Valleys for an arts based charity including management of volunteers and Media Training Assistant & meeting clients and pitching projects. Experience working with vulnerable young people, ASC, and ESL students.

Freelance Content Creator

Various - England & Wales
August 2013 - Present

Creating content in the form of words, graphics, and videos for various freelance clients including Museum, Arts Venue, University, Theatre Company and more!



skillset

Copywriting

I can write blog posts, social media posts, long form articles, landing pages, product descriptions, SEO optimized copy, and brand messaging. Basically: I'm good with words.

Content development

I can analyze data to make informed strategic content decisions. I can start small and iterate on content experiments. I know how to create content that resonates with audiences.

Campaign management

I can manage campaigns from inception to completion, work with multiple stakeholders and freelancers to ensure a successful delivery.



education

BA Hons Film (2:1)

September 2011 - July 2014

BTEC Film

September 2009 - July 2011



let's chat soon!

email address | 'meghan' on linkedin | @meghan everywhere else