

MEGAN LEE

MARKETING STRATEGIST

331-442-2004 | meganlee.online@gmail.com | www.meganlee.online | Charlotte, NC

EXPERIENCE

DIGITAL MARKETING CONSULTANT

Freelance | Charlotte, NC (02/2024 - Present)

- Develop social strategy and enhance brand image for local business owners
- Produce content and design personalized templates
- KPI monitoring, auditing, and analysis

MARKETING SPECIALIST

PERC Coffee | Savannah, GA (12/2022-11/2023)

- Curated new marketing strategy based on established brand objectives
- Developed editorial calendar and revitalized social media presence through integrating in-house graphic design and branding
- Delivered a 25% growth in follower count, boosted engagement by 30%, and drove increased sales through targeted marketing efforts
- Developed UGC and paid media targets through influencer and target market research
- Diligently managed social community DMs, comments and content

BRAND MANAGER AND EVENT DIRECTOR

Google Pixel x SCADPro | Savannah, GA (9/22-11/22)

- Designed final pitch experience for Google Executive Audience through collaboration with the art direction team, set styling, script writing, and running production from rehearsals to event day
- Elected to present final experiential demonstration to executive stakeholders
- Collaborated across disciplines to manage conflict in a solutions-oriented environment
- Functioned within the leadership team by facilitating the organization of various deliverables through detailed planning, conceptualizing branding elements and delegating creative tasks

SENIOR CAPSTONE

"Vacation Inc." | Savannah College of Art and Design, 2023

- Developed Experiential Marketing Strategy with an exclusive pop-up event, paid influencer media, and social media multichannel integration using original branded content
- Content production included talent sourcing, styling, set design, photography assistance, and photo editing

EDUCATION

Bachelor of Arts in Social Strategy and Management

Savannah College of Art and Design, 2023

- Graduated *magna cum laude*
- Quarterly Dean's List Honors
- Awarded Academic and Merit-Based Scholarships

CERTIFICATION

Inside LVMH (July 2023)

SKILLS

Content Strategy - Concept Development - Branding and Identity - Community Management - Search Engine Optimization
Later.com - Adobe Illustrator - Adobe Photoshop - Adobe Premier - Google Suite - Canva - Capcut - Meta Ad Tools

LANGUAGES

English (Native) - Spanish (Proficient) - French (Conversational)

ADDITIONAL EXPERIENCE

BARISTA

PERC Coffee | Savannah, GA (09/2021 - 08/2022)

Origin Coffee Bar | Savannah, GA (02/2021 - 08/2021)

NANNY

Chicago, IL (2014 - 2019)

SALES ASSOCIATE, ASSISTANT MAKEUP ARTIST

Odalisque Beauty Apothecary | Geneva, IL (03/2016 - 06/2017)

- Utilized expertise in cosmetics to assist in window and product displays, promotional events, and content creation