

Megan Dwoskin

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Education

McDaniel College, Westminster, MD

Bachelor of Arts in English and Spanish (double major), GPA 3.7

Professional Experience

Online Marketing Manager

Europ Assistance USA, May 2015–Current

- Developed content marketing plan and manage content marketing program
- Co-wrote annual marketing plan
- Lead the digital marketing strategy planning, management and execution
- Develop and manage cross-channel lead nurturing strategy and lead scoring program
- Led redesign of corporate website and leading design of new product website
- Act as webmaster of two websites
- Manage website hosting for corporate website and two product websites
- Act as Hubspot administrator, including performing setup, process and nomenclature development, website integration and landing page and email template design
- Serve as subject matter expert on UX, web best practices and analytics on two cross-departmental product development teams
- Setup and manage Google Tag Manager and Google Analytics accounts on marketing sites and digital products
- Implemented advanced analytics tracking process and nomenclature for all marketing collateral and campaigns
- Conduct key performance indicator analyses to identify and develop analytic tracking strategies for marketing websites and digital products
- Collect and analyze metrics on websites, social media, campaigns and content
- Develop social media strategy and manage profiles on Facebook, Twitter and LinkedIn
- Write blog articles for Europ Assistance USA and Asterisk blog
- Update and reformat marketing collateral including ads, GIF's and graphics
- Reduced corporate website bounce rate by over 30% through strategic redesign
- Increased social media referring traffic to company websites by over 500%

Associate Director of Creative and Digital Marketing Strategy

The Webster Group, July 2013–May 2015

- Led creative and digital marketing department
- Wrote and implemented department business plan detailing budget, timeline and strategies
- Developed standard contracts and client project quotation process
- Worked directly with non-profit, government and corporate clients to develop marketing strategy
- Designed print and digital marketing materials for non-profit, government and corporate
- Developed social media strategy and managed profiles on Facebook, Twitter, LinkedIn and Google+ for clients and The Webster Group

- Built, designed and acted as webmaster of 10 websites
- Wrote blog articles for The Webster Group blog
- Created videos and sideshow presentations for client events
- Facilitated, edited and published podcasts
- Worked as on-site event staff in various capacities
- Increased fundraising total by over 600% in less than one month by planning and executing a local grassroots digital marketing campaign
- More than doubled organic search engine traffic to an existing website by implementing search engine optimization strategies

Marketing Coordinator

Certified Contractors Network, May 2012–July 2013

- Acted as lead on developing and executing comprehensive marketing plan
- Tracked marketing spending, analyzed campaign costs and effectiveness
- Designed ads, product packing, proprietary materials and event materials
- Laid-out, edited and wrote articles for monthly newsletter
- Created promotional videos
- Acted as webmaster of 2 websites and led website redesign
- Built, designed and acted as webmaster of dynamic event micro-sites
- Planned and executed email marketing campaigns
- Developed social media strategy and managed profiles on Facebook, Twitter, Pinterest, LinkedIn and YouTube
- Provided member services and software support
- Wrote technical manuals and created instructional videos for software products
- Managed software billing, including user charges and programmer payments
- Managed relationship with software programmers
- Acted as database administrator for integrated CRM, e-commerce and marketing software

Software Proficiency & Relevant Skills

• Hubspot	• Drupal
• Microsoft Dynamics	• Google Analytics
• InDesign	• Google Tag Manager
• Photoshop	• Microsoft Office
• Illustrator	• Constant Contact
• Acrobat X	• MailChimp
• Dreamweaver	• CSS/CSS3
• Final Cut Pro X	• HTML/HTML5
• Wordpress	• SEO/SEM