

Meredeth McMahon

Marketing | PR | Communications | Copywriting

A seasoned Marketing & Communications Strategist who operates comfortably between 10,000 and 10 feet.

ciao@meredethmcmahon.com | (206) 454-0492

Online portfolio available at: meredethmcmahon.com

2015 - Present | **Marketing & Communications Strategist**

Marketing Program Management

- Analyze and set growth strategies based on competitive market analyses, production timelines, budgets, resource allocation, and industry standards
- Plan and execute long- and short-term B2B & B2C strategies to drive growth
- Participate in strategic planning to understand goals and program requirements, and translate into tactical projects to ensure accurate scope, timelines, and resourcing
- Manage complex, diverse projects from inception to completion
- Proven ability to work across multiple brands and brand strategy disciplines
- Use deep user empathy to identify revenue opportunities for various stages of growth
- Establish style guide and brand guidelines
- Oversee internal stakeholders and external vendors
- Create innovative internal and external partnerships to drive organic visibility and traffic
- Evaluate emerging technologies and provide thought leadership and advice for adoption
- Construct well-organized presentations that support recommendations and ongoing reports

Communications & Content Expertise

- Work closely with executives/founders to establish company voice and compelling corporate narrative
- Write and publish clear, resonant content for websites, blogs, newsletters, digital marketing, and print materials
- Employ SEO & SEM best practices accordingly
- Monitor news and media outlets for current trends, stories, and culturally relevant topics
- Create and manage PR campaigns, including write press releases, respond to media inquiries, and monitor and track media mentions
- Ghostwrite out-facing executive messaging

Social Media Strategy and Execution

- Establish content wells and develop comprehensive editorial calendars
- Write copy, create graphics, and schedule compelling content across multiple platforms
- Extensively research hashtags, trends, influencers, and emerging platforms
- Lead training seminars on cross-platform social media content development and management

February 2020 - Present | **Sundance Retail Copywriter – Blog & Catalog**

- Translate marketing strategy and key product points into impactful stories that connect with customers
- Research audience, subject matter, and applicable keywords for maximum connection with Sundance community
- Maintain and refine brand voice to communicate Sundance personality and values

- Work independently as a freelance copywriter in a fast-paced, creative environment

November 2021 – April 2022 | **Social Media Consultant (Contract)**, UW Medicine Department of Radiology Oncology

- Collaborated with the Vice Chair to articulate short- and long-term goals for the department and set up a marketing/communications plan
- Conducted an audit of other Radiation Oncology education programs to better understand industry standards and identify unique messaging for the UW Medicine Department of Radiation Oncology
- Researched branding guidelines for UW Medicine to apply to out-facing content
- Conducted interviews with Directors of both Physician and Medical Physics Residency Programs, current Residents, Faculty, and appropriate Administrative Staff to gather information about what has and has not worked in the past, what their markers for success were, and how I could best help them with their own professional branding
- Created a database of Department Faculty, Residents, and recent Resident Alumni who use Twitter professionally and reached out to them to encourage liking and retweeting of Department posts
- Researched common verbiage and hashtags associated with radiation oncology, medical physics, and residency programs
- Created new verbiage and graphics to best align with ongoing Department goals on Twitter
- Developed and produced Twitter campaign for Match 2022 Residency season which resulted in a 61% increase in followers
- Created a set of UW Medicine Department of Radiation Oncology branded graphics
- Regularly collaborated with Faculty, Residents, Staff, and Administrators to gather pertinent content

June 2021 – August 2021 | **Interim Director of Communications (Contract)**, Seattle Tennis Club

- Published monthly newsletter using Adobe InDesign and Issuu digital publishing platform
- Liaised with Board President, management, members, and staff to develop and edit content
- Onboarded and trained permanent replacement

January 2017 – February 2019 | **Business Manager for Gisele Fox**

Strategically and tactically managed career of international fashion model in a high-energy, fast-paced global environment resulting in worldwide high fashion bookings within 10 months of launch.

- Collaborated with talent to develop business goals, strategies, and time management processes in a highly unpredictable industry
- Maintained professional relationships with stakeholders at all levels
- Oversaw contracts and international scheduling working jointly with agencies in Seattle, New York, London, Milan, Paris, and Tokyo
- Strategized with international agents on optimal salary/time/benefit
- Tracked and reported on work and revenue flow
- Coordinated continuous stream of last-minute job details, travel dates, and accommodations
- Worked collaboratively with talent to establish her brand via social media and industry connections

2005 - 2019 | **Image Consultant**, Meredith McMahon Image & Branding

- Founded and managed solution-driven consulting business with 60+ clients.
- Styled professional high-fashion model for street style/off-duty for New York, Milan, and Paris Fashion Weeks resulting in features in Vogue.com and Elle.com.
- Collaborated with individual clients using a multi-faceted approach to assess current needs, historical successes and failures, expectations, resources, and budgets to strategize best personal and professional image

- Developed and facilitated training for administrative staff in collaboration with executives at UW Medicine
- Led seminars for non-profit organizations such as Mercer Island Preschool Association and Program for Early Parenthood Support (PEPS)
- Extensively researched and sourced resources for clients

2009– 2014 | **Lived Abroad in Italy**

- As an immigrant, learned to successfully navigate and thrive in another country and culture
- Certified B2 CILS Italian Proficient (Intermediate Level Italian)
- Trained in Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Completed Hootsuite Social Media Scheduling Certification

2006 - 2009 | **Style Blogger**, crosscut.com, nouveauimage.com

Utilized reader empathy to develop and write lifestyle and fashion articles/blog posts for own website and highly regarded online newspaper based in the Pacific Northwest. Started the "What She's Wearing" series (in the #OOTD-style) two years prior to Instagram inception.

2004 - 2006 | **Owner**, Brava Bookkeeping, Seattle, WA

1999 - 2003 | **Founder and CEO**, Pregnant Pause, Seattle, WA

Founder and CEO of the first store in the Greater Seattle Area to specialize in upscale maternity & children's consignment. Sold in 2003. As of April 2019, shop is still in business as "Sugarlump" in original location.

EDUCATION | COMPUTER SKILLS | VOLUNTEER WORK

Bachelor of Science (Retail Management), Philadelphia College of Textiles and Science

Computer Skills: Microsoft Suite, Google Suite, Project Management Software, Graphic Design (Canva, Adobe InDesign), Web Design Software, UX Design (Figma), QuickBooks, CRM, and Hootsuite.

Current Volunteer Work: Communications & PR, League of Women Voters of Seattle-King County; Volunteer, Moms Demand Action