

# MEREDITH MAGEE



Facebook Ads Manager  
 Adobe InDesign  
 Adobe Photoshop  
 Adobe Illustrator  
 Microsoft Office Suite  
 HootSuite Certified  
 NUVI  
 Workfront  
 Constant Contact  
 Mail Chimp  
 Proficient with DSLR  
 Iterable  
 Klaviyo  
 Zembula  
 Sendtric  
 Braze  
 Responsys  
 Dreamweaver  
 HTML  
 CSS  
 Google Ads  
 Google Shopping  
 Meta Ads Manager  
 Pinterest Ads Manager  
 TikTok Ads Manager  
 Reddit Ads Manager  
 Wrike  
 Asana  
 Tableau  
 Google Analytics  
 Slack  
 Teams



Strategic Thinking  
 Project Management  
 Insight Development  
 Copywriting  
 Creative Development  
 Driving Results  
 Creative Briefs  
 Ideation  
 Research  
 SEO  
 Timeline Management  
 Critical Thinking  
 Creative Solutions  
 Email Marketing  
 Brand Management  
 Creative Strategy  
 AP Style  
 Data Dissection  
 Optimizing for Results



**University of Oklahoma**  
 Gaylord College  
 Bachelor of Arts, Advertising



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 For references:  
 LinkedIn.com/in/meredithmagee

## PROFESSIONAL EXPERIENCE

### + Implementation Specialist

New York, NY (remote in FL)

Tinuiti | Notable Clients: DoorDash, Lee/Wrangler Jeans, Bombas, e.l.f., Samsung, Rack Room Shoes  
 November 2020 - Present

- Lifecycle Marketing Specialist (2021)  
 - Lifecycle Marketing Coordinator (2020)

- Led strategy and production on paid, earned and owned media on multiple digital channels including: CRM & Email, Paid Social, Display, Shoppable Media, and Creative.
- Assigned to triage multiple accounts on the verge of leaving and turned them into happy clients with positive results such as a paid social ROAS average of \$5.60 which was up +100% from prior year.
- Onboarded new teams and accounts to audit, assess and provide detailed creative and digital strategy for easy wins and fast results.
- Trained and created robust coding and QA process for a major tech client often assisting clients own engineering team with solves to help better integrate their API with their ESP.
- Tackled difficult technical issues that led to significant revenue loss and solved a clients issue resulting in an additional 200k revenue in owned media a month.
- Created unique guidelines to assess industry best practice for accessible email marketing and dark mode coding to best assist our tech clients international customer base.
- Launched several clients into new countries and continents to expanding their brand into new territories and languages taking account of nuances specific to those regions.

### + Marketing Inside Sales Coordinator

Travel Agency Sales | Walt Disney Parks, Experiences and Products

Orlando, FL

January 2020 - Present

- Partnered with brand managers across all Disney Destinations and managed incoming creative requests from top agencies to ensure marketing guidelines are met.
- Planned, wrote and collaborated on email strategies for Disney's EarMarked Program.
- Led projects to update travel agency training website with web development team.
- Expanded co-op social media marketing strategy with Disney Cruise Line.

### + Client Services Coordinator (Professional Intern)

Disney Institute | Walt Disney Parks, Experiences and Products

Orlando, FL

June 2019 - January 2020

- Managed timelines and tasks for over 120 Workfront projects simultaneously.
- Collaborated with marketing, sales and content teams to improve the communications strategy for pre and post-program guest email communication.
- Provided weekly consumer insights to leadership 3x more efficient than the previous fiscal year. Analyzed and reported results weekly to improve the consumers experience.

### + Communications Assistant

Gaylord College of Journalism and Mass Communication

Norman, OK

August 2018 - May 2019

- Managed brand standards and led marketing strategy efforts across all digital platforms, direct mail, traditional, press and on-property. Additionally, organized all print production for marketing materials.
- Hired agency to re-position social strategy and increased email engagement 52% on average.

### + Account Management Intern

Amp Agency NYC

New York, NY

June 2018 - August 2018

- Led event production and planning for a branded booth at She Knows Media's #BlogHer18, an event for social media influencers, to help launch Vagisil's newest product, Preventeza.

### + Account Manager (Professional Intern)

Disney's Yellow Shoes Creative Group | Walt Disney Parks, Experiences, and Products

Orlando, FL

June 2017 - June 2018

- Led efforts to re-position Disney Vacation Club's social strategy. Collaborated on and created over 200 posts for their Facebook account as well as overseeing and advising external agency work on larger social campaigns alongside creative leadership.
- Managed major global activations (Print, Digital video, Social, Email, Out of Home) for Disney Cruise Line and Disney Springs under rigorous deadlines.
- Helped create, test and implement a standard timeline and template for all social media projects in Workfront with internal agency peers and leadership.