

MEREDITH MAGEE



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meredithmagee.com



University of Oklahoma
Gaylord College | 2019
Bachelor of Arts, Advertising



Top Ten | The One Show:
Student Pitch Competition
Client: TOMS shoes

Gold Addy | The Addy's
Social Media Campaign
#CampusCoffeeCrawl

1st Place Winner | Ketchum
Mindfire Challenge



Strategic Thinking
Project Management
Insight Development
Trend Analysis
Creative Development
Driving Results
Creative Briefs
Social Media
Ideation
Research
Social Media Reporting
Social Media Listening
Writing
SEO
Timeline Management
Critical Thinking
Creative Solutions
Email Marketing
Brand Management
Creative Strategy
AP Style



Facebook Ads Manager
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Microsoft Office Suite
HootSuite Certified
NUVI
Workfront
Constant Contact
Mail Chimp
Proficient with DSLR

PROFESSIONAL EXPERIENCE

+ 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.

+ New Business Director

Lindsey + Asp Advertising and Public Relations (student-run agency)

Norman, OK

August 2018 - June 2019

- Increased agency revenue by 50% through signing multiple clients to the agency.
- Standardized creative brief format resulting in an actionable and insightful brief to activate creatives.
- Acquired the Spotify Student Premium business and worked directly with Spotify brand strategists to improve digital strategy. Identified solutions and strategic brand partnerships to effectively reach Gen Z.
- Led weekly client calls and managed 3 direct reports.

+ 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.
- Collaborated with the larger marketing department to lead creative strategy for a national TV spot and successfully recruited more national merit students than ever before to the journalism college.

+ 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.
- Coordinated budget, timelines, chose vendors and managed day of coordination from set-up to breakdown.

+ 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.
- Handled creative executions from creative briefings, client review to final production.

+ Digital Strategist

Lindsey + Asp Advertising and Public Relations (student-run agency)

Norman, OK

December 2015 - May 2017

- Utilized social listening software to plan and track social campaigns and monitor brand reach, frequency and engagement across social media platforms for a major cruise line client.
- Effectively increased overall social engagement 42%.