

MEGAN LAFORGE

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EDUCATION

NORTHWESTERN UNIVERSITY

DEC 2020, GPA: 4.0

M.S. INTEGRATED MARKETING COMMUNICATIONS

Concentrations in Brand Strategy, Strategic Communications, & Media; Arthur E. Tatham & Walter Dill Scott Awards

CHAPMAN UNIVERSITY

MAY 2017, GPA: 3.7

B.S. BUSINESS ADMINISTRATION

(MARKETING EMPHASIS),

B.A. THEATRE STUDIES

Magna Cum Laude, Chancellor's List

SKILLS

- MICROSOFT OFFICE
- ESP (BRONTO, EMMA)
- ADOBE CREATIVE SUITE
- CURALATE
- WORDPRESS
- SOCIAL MEDIA
- GOOGLE ANALYTICS

LEADERSHIP

- NORTHWESTERN UNIVERSITY
IMC Ambassador (2020)
- CAUSE MARKETING INITIATIVE
Team Leader (2020)
- FRANCESCA'S
Events Board (2018)
- KAPPA KAPPA GAMMA
Academic Excellence Committee (2016-2017)
- CAMP OZARK
Top Staff (2016)

PERSONAL STATEMENT

A strategy-driven storyteller passionate about combining creativity with logic to craft customer-centric and meaningful messaging. With 3+ years of experience in retail and nonprofit marketing plus a Master's Degree in Integrated Marketing Communications from Northwestern, I'm looking to bring my expertise to a role focused on brand strategy.

EXPERIENCE

MARKETING ASSOCIATE, EXPANSION

POSHMARK | REMOTE | MAR 2021 - PRESENT

- Lead strategy for international projects on Poshmark's owned channels in order to drive customer engagement in newly launched markets.
- Act as facilitator between international, operations, growth, data, and social teams to bring integrated marketing campaigns with tight timelines to life.
- Established data dashboard for product marketing team to accurately track engagement on all owned platforms.
- Create strategic communications for celebrity campaigns on owned channels.

MARKETING CONSULTANT

THE 4A'S | CHICAGO, IL | JUN 2020 - AUG 2020

- Led a team in the creation of an alumni program for the Institute of Advanced Advertising Studies with the intent to gain 30% engagement of 5000+ past participants by end of 2021.
- Responsible for creation of deliverables including summary reports, updated CRM database, program playbook, communications strategy, and brand guidelines ready for implementation.
- Conducted qualitative interviews and quantitative surveys with important stakeholders to develop key data-driven consumer insights that determined program strategy.
- Oversaw creation and prioritization of the project plan timeline to keep team on task.

COMMUNICATIONS COORDINATOR

FIRST PRESBYTERIAN CHURCH OF HOUSTON | HOUSTON, TX | APR 2019 - AUG 2019

- Authored and distributed weekly e-newsletters and important updates to 2,000+ members.
- Produced content for printed assets like programs and announcements with InDesign and Photoshop for weekly services.
- Worked with 15+ staff members to establish individualized communications strategies.
- Moderated the communications and events calendar for all 60+ church staff members.
- Arranged and edited content alongside graphic designer for seasonal activity catalogs.

MARKETING COORDINATOR

FRANCESCA'S | HOUSTON, TX | JUNE 2017 - FEB 2019

- Established customer facing brand voice through copywriting for email, social media, website, digital, and printed assets.
- Managed strategy and end-to-end production of marketing emails sent to millions daily including planning, content, A/B testing, large-scale deployment, and data tracking with the intent to drive site visitation and purchase.
- Worked cross-functionally with marketing, merchandising, e-commerce, and creative teams to align departments through weekly meetings and marketing calendar.
- Collaborated on a select team to create multi-channel strategy for new loyalty program and seasonal campaigns.