

MEGAN LAFORGE

MEGANLAFORGE623@GMAIL.COM | 713.444.2725 | LINKEDIN.COM/IN/MEGANLAFORGE

EDUCATION

NORTHWESTERN UNIVERSITY | EVANSTON, IL | DEC 2020

• M.S. INTEGRATED MARKETING COMMUNICATIONS, MEDILL SCHOOL

CONCENTRATIONS: Brand Strategy, Strategic Communications, Media

CHAPMAN UNIVERSITY | ORANGE, CA | MAY 2017

• B.S. BUSINESS ADMINISTRATION (MARKETING EMPHASIS) | B.A. THEATRE STUDIES

HONORS: Magna Cum Laude, Chancellor's Scholarship, Chancellor's List

EXPERIENCE

SUMMER GRADUATE MARKETING CONSULTANT

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

- Led a team to create the strategic framework and playbook for a valuable and engaging alumni network for the 4A's' young professionals training program.
- Wrote and edited deliverables including summary reports, program playbook, communications strategy, and brand guide ready for implementation.
- Conducted qualitative interviews with 30+ participants to develop key consumer insights.
- Developed a quantitative survey study through Qualtrics to gain data-driven understanding of the alumni benefits sought by past participants.

MARKETING COORDINATOR

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

- Served as the company's brand voice through marketing emails, social media posts, website homepage, blog posts, and campaign lookbooks.
- Managed strategy & end-to-end production of marketing emails sent to 3 million people daily including planning, content, testing, deployment, and data tracking.
- Aligned marketing, merchandising, e-commerce, and creative teams through leading weekly meetings and managing the marketing calendar.
- Supervised vendors and optimized strategy for search engine marketing and affiliate marketing.
- Brainstormed & collaborated on new campaigns with creative & marketing team members.
- Created other digital marketing collateral as needed, such as social media posts and live videos

COMMUNICATIONS COORDINATOR

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

- Authored and distributed weekly e-newsletters and updates to 2,000+ contacts using Emma.
- Produced content for printed assets with InDesign and Photoshop for weekly services.
- Moderated communications calendar for all 60 + church staffmembers.
- Arranged and edited content for seasonal activity catalogs.

CORPORATE ALLIANCES INTERN + MARKETING INTERN

MAKE-A-WISH | IRVINE, CA | JAN 2016 - DEC 2016

- Coordinated the chapter's marketing for national advertising campaigns in partnership with companies such as Subaru and GameStop.
- Organized and oversaw VIP area during Walk for Wishes events in Riverside and Irvine.
- Restructured the chapter's contact database using Raiser's Edge and Microsoft Office.

SKILLS

- MICROSOFT OFFICE
- BRONTO & EMMA EMAIL SOFTWARE
- ADOBE CREATIVE SUITE
InDesign, Photoshop, Illustrator, Lightroom
- CURALATE
- WORDPRESS
- SOCIAL MEDIA
- PROCREATE
- GOOGLE ANALYTICS

AREAS OF EXPERTISE

- BRAND STRATEGY
- DIGITAL MARKETING
- COPYWRITING/EDITING
- EMAIL MARKETING
- CONTENT MARKETING
- SOCIAL MEDIA
- PUBLIC SPEAKING
- TEAMWORK

ORGANIZATIONS

- IMC AMBASSADOR
- CAUSE MARKETING INITIATIVE
Team Leader (2020)
- KAPPA KAPPA GAMMA
Academic Excellence Committee (2016-2017)
- B+ FOUNDATION CLUB
Board Member (2016-2017)
- CAMPUS CRUSADE FOR CHRIST
Leadership Team (2014-2015)