

# MEGHAN FITZGERALD

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## PROFILE

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Highly analytical, data-driven, forward thinking, initiative-taking, and creative Marketing Director with 14+ years of experience in performance-based digital marketing, including managing and optimizing marketing strategies. Background in technology and business with strong problem-solving and organization skills, excellent written and oral communication, and superb attention to detail.

## WORK EXPERIENCE

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### MARKETING DIRECTOR

AUG 2020 to PRESENT

*Joseph Family of Companies, Georgetown, Delaware*

- Develop and administer annual marketing budget for multiple lines of business and negotiate contracts with vendors using strong negotiation skills to reduce ineffective spending by up to 50%
- Manage social media marketing strategy on multiple platforms for a restaurant, tavern, and equipment dealer using creative marketing, analytics, and community engagement to increase the restaurant's Facebook audience by 18% and Instagram by 289%, the tavern's Facebook audience by 19%, and the heavy equipment dealer's Facebook audience by 53% and LinkedIn by 626%
- Create and maintain effective communication standards and brand awareness across 6 companies through effective website management to grow monthly traffic by approximately 150%
- Develop and manage digital pay-per-click (PPC) marketing campaigns with Google and Facebook using CPA to optimize bidding
- Implement B2B and B2C social media marketing strategies for multiple businesses while employing strategic thinking to engage consumers and businesses to increase lead generation and sales
- Develop marketing strategies on digital and offline channels to enhance brand awareness and increase lead generation by 860%
- Produced promotional videos to increase sales and engage community for fundraisers and other events
- Redesigned multiple websites and implemented search engine optimization (SEO) best practices and copywriting to improve organic search engine ranking
- Led 2 data migration projects for point-of-sales systems and trained staff
- Create designs and manage merchandise for 6 businesses
- Produce professional photographs to promote products and services for 5 businesses, including food, real estate, and heavy equipment
- Write newspaper and magazine articles, press releases, and website copy for 5 businesses to enhance brand awareness

- Executed a successful marketing campaign for a fundraiser that I helped conceptualize and organize, which resulted in raising \$110,000
- Devise email marketing campaigns to promote new product lines, events, and other promotions
- Create designs for rack cards, billboards, newspaper ads, and magazine ads to enhance brand awareness and increase sales

## **PRESIDENT | MARKETING DIRECTOR**

JAN 2015 to PRESENT

*Fitzgerald Solutions, Lincoln, Delaware*

- Design custom graphics for websites, social media, and print advertising for 12 clients using Adobe Photoshop to drive client sales and enhance brand awareness
- Write effective copy for blog articles and website content while maintaining a suitable voice for different audiences to ensure 100% client satisfaction
- Redesigned outdated websites and built new websites for 11 clients using WordPress and Squarespace to build and grow digital marketing presence
- Collaborated with ZeMod Delaware on new Facebook page using excellent interpersonal skills to achieve 800+ likes in 9 months
- Ensured functionality and security of computers for Home of the Brave by updating operating systems and software licenses, and removed unnecessary files as well as malicious software
- Developed, managed, and optimized digital marketing campaigns using A/B testing and analytics with focus on lead generation and brand awareness
- Produced high-quality promotional videos to promote products, services, and events
- Implemented SEO best practices and effective copywriting to improve organic search engine ranking

## **TASTING ROOM MANAGER**

MAY 2016 to FEB 2018

*Misphillion River Brewing, Milford, Delaware*

- Spearheaded community marketing campaign by collaborating with upper management to create an incredible customer experience through weeknight activities, snack sales, better food trucks and bands, and informative marketing material to increase tasting room sales by 150% in 9 months
- Initiated digital beer menu and set up e-commerce capabilities on the website using knowledge of the latest digital marketing and sales tools to streamline customer sales
- Juggled multiple tasks simultaneously such as event planning, scheduling food trucks and live entertainment, coordinating volunteers for events, and overseeing staff development to ensure 100% compliance with company policies and expectations
- Hired, trained, and developed schedules for the bartending staff
- Developed documentation such as opening/closing checklists and standard operating procedures to ensure consistency among the staff to deliver a stellar guest experience
- Ensured data integrity of the point-of-sales systems and developed custom reports
- Increased sales 150% in 9 months by expanding merchandise, improving quality and frequency of entertainment, event planning, and implementing in-house marketing, such as posters, signs, promotional videos

## PROGRAM ANALYST

JUL 2008 to JUL 2015

*NCALL Research, Dover, Delaware*

- Developed a custom data integrity report using SQL to cross-reference data fields with activities in the CRM to streamline the report review process, which was reduced from 10 days to 1-2 days
- Maintained the database to ensure data integrity and consistently produced flawless monthly monitoring reports to the USDA, Rural Development for 7 years
- Administered technical support to staff, both on-site and remote
- Created training videos for current and future members of the self-help housing team
- Trained staff to improve their understanding of technology and enhance productivity
- Managed, designed, and developed website redesign projects for NCALL.org 2008 and 2013
- Designed and developed SelfHelpHousingSpotlight.org to promote the self-help housing program
- Created custom graphics for digital and print marketing materials
- Produced a series of promotional videos that were integrated on the Self-Help Housing Spotlight website and displayed at self-help housing conferences
- Managed digital marketing and social media marketing campaigns
- Produced copy for newsletter articles and websites
- Designed and developed a newsletter for the self-help housing grantees to use to promote the program to new and existing program participants

## EDUCATION

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### MBA in Management Information Systems

2014

*Wilmington University, Dover, Delaware*

- **Curriculum Included:** Business Strategy, Project and Change Management, Quantitative Business Analysis, Financial Management, Data Management

### BS in Computer and Network Security

2010

*Wilmington University, Dover, Delaware*

- **Curriculum Included:** Cryptography, Web and Data Security, Disaster Recovery
- **Recognition:** Dean's List Fall 2008 and Fall 2009

### AAS in Computer Information Systems

2009

*Delaware Tech, Georgetown, Delaware*

- **Curriculum Included:** Programming, Business, Accounting, Web Design
- **Recognition:** Dean's List Spring and Fall 2007, President's List Spring 2008, Magna Cum Laude
- **Cultural Immersion:** Edinburgh, Scotland in May-June 2008

## CERTIFICATIONS

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### Meta Marketing Analytics Certification

CURRENTLY ENROLLED

*Meta via Coursera*

- **Curriculum Includes:** Marketing Strategy, Sales Funnel, KPI's, Google Analytics, Excel, Python, SQL, Tableau

### Google Ads Search Certification

AUG 2022 to AUG 2023

*Google*

- **ID:** 119557736

## SKILLS

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- Social Media Marketing
- Web Design
- Search Engine Optimization (SEO)
- Graphic Design
- Copywriting
- Content Marketing
- Email Marketing
- Video Editing
- Analytical Reporting
- Lead Generation
- Business Analysis
- WordPress
- Adobe Creative Suite
- Microsoft Office
- HTML, CSS, SQL
- Pay-Per-Click (PPC)
- Search Engine Marketing (SEM)
- Technical Support
- Digital Marketing
- Brand Awareness
- Event Planning
- Event Marketing
- Budget Management
- Google Analytics
- Google Ads
- Google AdWords
- B2C Marketing
- B2B Marketing
- Customer Relationship Management (CRM)
- Content Management Systems (CMS)

## CORE COMPETENCIES

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- Strong Analysis Skills
- Exceptional Critical Thinking and Problem-Solving Skills
- Contract Negotiation
- Project Management
- Strict Attention to Detail
- Time Management
- Improving Business Processes
- Strategic Marketing
- Data-Driven Decision Making
- Leadership
- Creative Marketing and Communication
- Excellent Written, Oral, and Interpersonal Skills

***REFERENCES UPON REQUEST***