MEGHAN MCLEOD

meghanmcleoddesigns@gmail.com | www.meghan-mcleod.com | https://www.linkedin.com/in/meghanmcleod

PROFESSIONAL SUMMARY

I love hearing people's stories — discovering what drives them, what they care about, and what makes their experiences worth sharing. My background in psychology taught me to look for motivations beneath the surface, while my career taught me how to turn those insights into stories that connect with others. For more than 20 years, I've brought that perspective to advertising, branding, communications, and marketing, helping organizations from emerging startups to global brands tell stories that make people listen, connect, and care.

WORK EXPERIENCE

Family Caregiver | 6/2026- 10/2026 | Lake Oswego, OR

- Temporarily stepped away from my professional career to provide family support, manage my father's personal affairs, and coordinate his transition into a residential care setting that provides the 24/7 assistance and support he needs.
- I am now prepared and excited to refocus on my professional career and pursue new opportunities.

Growth Marketing Director | Ad Edge Digital Marketing | 11/2019 – 5/2026 | Remote

- Led operational teams of 10 executing marketing campaigns across many industries including nonprofit, healthcare, luxury, entertainment, manufacturing, and education. Driving an average 45% increase in qualified leads and 35% reduction in cost per acquisition.
- Managed integrated marketing strategy and campaign execution for top-tier clients and startups including Muscle Up Bars, 4C Foods, Fig Linens, Stamford Tent, and Grace Farms.
- Integrated AI tools and insights into marketing strategy and execution, leveraging AI to streamline research, inform creative direction, develop content, and optimize campaign performance.
- Managed the launch and promotion for 3 seasons of the Cooking by Heart with Chris Sarandon podcast, which ranked in the Top 5% globally on Listen Notes. Star Guests include Susan Sarandon, Levar Burton, Jacques Pepin, Mike Flanagan and Carol Kane.
- Rewards included: Gold Award for Outstanding Social Media Campaign - Cooking by Heart | MarCom | 2022, Best PPC Agency | Ad Club CT | 2025 and Top 10 Education Marketing Company | Technology Insights Magazine | 2023

Enterprise Account Manager | Logical Position | 1/2017 - 9/2019 | Lake Oswego, OR

- Managed strategic advertising and growth marketing for top earning enterprise accounts at an award-winning agency. Accounts included Yeti Coolers, Next Day Display, Cascade Health Care, and The Frank Lloyd Wright Foundation.
- Supported in team recruitment, onboarding, and training while contributing to client retention and account growth.
- Maintained an average 97% client retention rate across a 40-client book of business, with an average 3:1 LTV:CAC ratio.
- Led cross-channel digital marketing initiatives across SEO, paid media, and conversion optimization strategies leading to an average of 65% increase of organic traffic.
- Part of a team that earned many acknowledgements including Bing Americas Partner of the Year | Las Vegas Business Press | 2019 and Growing Businesses Online Winner | Google Premier Partner Awards | 2017.

Campaign Manager | YAHOO! | 02/2012 - 12/2016 | Hillsboro, OR

- Managed large-scale digital advertising campaigns for globally recognized brands including Expedia, Travelocity, Choice Hotels, Kayak.com, Delta, Samsung, DISH Network, McDonald's, and Disney.
- Contributed to a team responsible for $3.28B in annual digital advertising revenue through campaign execution, optimization, and account support.
- Planned and directed the Norton Antivirus Cybergeddon web series advertising campaign across 25 countries and 10 languages. At the time of production, it was the most expensive web series ever produced and was highly awarded.
- Acknowledgements included: Top Performer of the Month | Yahoo! | 2015-2016, Purple COW Award | Yahoo! | 2016, and Best Advertising Campaign | LA ADDY Awards | 2012.

Marketing Coordinator | Scarlett Marketing | 10/2009 - 02/2012 | Portland, OR

- Managed marketing campaigns and large-scale events for clients including:
- Coast Hotels with 15 U.S. based hotels in Burbank, Santa Barbara, Seattle, Portland and Maui. Coast also operates 45 hotels in Canada.
- Pearl District Business Association (Portland, Oregon) – 270 merchants' group in the national model of urban renewal.
- Portland Trail Blazers- Assisted in raising $105,000 for the team's annual charity ball and coordinated stage operations for events with more than 3,000 guests.
- Crystal Ballroom - Coordinated talent booking, oversaw green room operations, and led event teams in executing marketing and promotional initiatives that resulted in sold out shows of over 3,000 guests.
- Outstanding Community Builder Award | NW Examiner Newspaper | 2011

Digital Marketing Coordinator (Internship) | Fir Advertising | 09/2011 - 01/2012 | Portland, OR

- Assisted in establishing Portland State University's first student-run advertising agency, contributing to digital strategy and campaign development for corporate clients.
- Led social media plans and conducted target market research for creative, media planning, and website concepts.
- Gold Effie Award | MINI Cooper Countryman Campaign | 2011

Event Coordinator | White Knight Marketing | 09/2007 - 01/2009 | Portland, OR

- Coordinated large-scale promotional events for Portland Fashion Week, Rock the Runway, Budweiser, Smirnoff, and Jägermeister among others.
- Oversaw event logistics including stage management, runway coordination, talent booking, and brand training of 30 team members per team.

EDUCATION

Bachelor of Science | Dual Majors Marketing/Advertising | Portland State University | 09/2010 – 06/2012
(United Indigenous Students in Higher Education (UISHE)
Associate Degree in Psychology | Portland Community College | 09/2008 – 06/2010
(Phi Theta Kappa Honor Society)

CORE COMPETENCIES

Communications • Team Leadership • Growth Strategy • Marketing Strategy • Brand Strategy • Go-to-Market Strategy • Cross-Functional Leadership • Performance Marketing • Customer Acquisition • AI-Driven Marketing Strategy • SEO & Website Optimization • Web Design & UX • Corporate Communications • Creative Strategy • Content Strategy • Project Management • Team Development & Training • Event Management • Podcast Management • Influencer Management • Email Marketing • PPC Management • Display Advertising • Global Growth Marketing • Social Media Advertising