
MEGHAN MCLEOD

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PROFESSIONAL SUMMARY

I love listening to someone's story — what drives them, what they care about, and what makes them connect. My background in psychology fueled my curiosity about that connection, while my career taught me how to turn those insights into a brand. For almost 20 years, I've brought that perspective to my work in branding, advertising, marketing and communications. I want to continue a career that helps startups and global brands tell their truth.

WORK EXPERIENCE

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

- Led cross-functional teams in executing omnichannel campaigns across many industries including nonprofit, healthcare, luxury, entertainment, construction, manufacturing, and education.
- 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.
- Gold Award for Outstanding Social Media Campaign - Cooking by Heart | MarCom | 2022
- Best PPC Agency | Ad Club CT | 2025
- 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 enterprise accounts at an award-winning agency. Accounts included Yeti Coolers, Next Day Display, Cascade Health Care, and The Frank Lloyd Wright Foundation.
- Supported 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.
- Part of the enterprise top-earning team, regularly trained by Google and Bing through in-person meetings as a select Premier Partner.
- Led cross-channel digital marketing initiatives across SEO, paid media, and conversion optimization strategies.
- Bing Americas Partner of the Year | Las Vegas Business Press | 2019
- 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.
- Top Performer of the Month | Yahoo! | 2015-2016

- Purple COW Award | Yahoo! | 2016
- 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.
- Outstanding Community Builder Award | NW Examiner Newspaper | 2011

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

- Helped establish 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 and executed high-profile promotional branding events, including Portland Fashion Week, Rock the Runway, and brand experiences for Budweiser, Smirnoff, and Jägermeister.
- Managed experiential marketing events across the Portland market and led a promotional team of approximately 30 brand ambassadors and event staff.
- Oversaw event logistics including stage management, runway coordination, talent booking, and brand training.

EDUCATION

Bachelor of Science | Dual Majors Marketing/Advertising | Portland State University | 2012

(United Indigenous Students in Higher Education (UISHE))

Associate Degree in Psychology | Portland Community College | 2010

(Phi Theta Kappa Honor Society)

CERTIFICATIONS & PROFESSIONAL DESIGNATIONS

Meta Ads Certified • Google Ads Certified • TikTok Ads Certified • Microsoft/Bing Ads Certified • Amazon Ads Certified • Wix Premier Partner

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