
MEGHAN MCLEOD

www.meghan-mcleod.com | <https://www.linkedin.com/in/meghanmcleod>

PROFESSIONAL SUMMARY

Over the past 20 years, I've worked with organizations ranging from emerging startups to global brands, helping them clarify what they stand for and how they resonate with the audiences they want to reach.

My path into marketing began through an early interest in psychology and a fascination with the human mind — particularly what drives passion, motivation, and connection. That curiosity eventually led me to the fields of advertising, branding, communications, and marketing, where understanding people is at the center of everything we do.

WORK EXPERIENCE

Growth Marketing Director | Ad Edge Digital Marketing | 11/2019 – 3/2026

- Led cross-functional teams to execute omnichannel campaigns across health, luxury, entertainment, construction, manufacturing, and education industries.
- 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 campaign strategy and execution, supporting omnichannel marketing initiatives across multiple industries.
- 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. Chris is known for his major roles in The Nightmare Before Christmas, Princess Bride, Child's Play and Fright Night. Star Guests include Susan Sarandon, Levar Burton, Jacques Pepin, Mike Flanagan and Carol Kane.
- Received Gold MarCom Award for Outstanding Social Media Campaign - Cooking by Heart | MarCom | 2022

Enterprise Account Manager | Logical Position | 1/2017 - 9/2019

- Managed strategic advertising and growth marketing for top 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.
- Kept an average of 97% retention rate with an average book of 40 clients. Book of business kept an average of 3:1 LTV: CAC.
- On the enterprise top earning team that was 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.

YAHOO! Campaign Manager | 02/2012 - 12/2016

- 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.

Scarlett Marketing | Marketing Coordinator | 10/2009 - 02/2012

- Managed marketing campaigns for the Pearl District Business Association and produced large-scale events for the Crystal Ballroom, Oregon Trail Blazers, Coast Hotels, and others.
- Assisted in raising \$105,000 for the Portland Trail Blazers annual charity ball and coordinated stage operations for events with more than 3,000 guests.
- Coordinated talent booking, oversaw green room operations, and led event teams in executing marketing and promotional initiatives.

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

- Assisted in establishing Portland State University's first student-run advertising agency, contributing to digital strategy and campaign development for real-world corporate clients.
- Led social media plans and conducted target market research for creative, media planning, and website concepts.
- Contributed to a prestigious and award-winning MINI Cooper Countryman campaign.

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

- Coordinated large-scale promotional events for Portland Fashion Week, Rock the Runway, Budweiser, Smirnoff, and Jägermeister among others.
- 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.

KEY ACHIEVEMENTS

- Best PPC Agency | Ad Club CT | 2025
- Top 10 Education Marketing Company | Technology Insights Magazine | 2023
- Gold MarCom Award for Outstanding Social Media Campaign - Cooking by Heart | MarCom | 2022
- Bing Americas Partner of the Year | Las Vegas Business Press | 2019
- Growing Businesses Online Winner | Google Premier Partner Awards | 2017
- Top Performer of the Month | Yahoo! | 2015-2016
- Purple COW Award | Yahoo! | 2016
- Best Advertising Campaign | LA ADDY Awards | 2012
- Gold Effie Award | MINI Cooper Countryman Campaign | 2011

EDUCATION

Bachelor of Science in Business Administration | Dual Majors in Marketing/Advertising | PSU | 2012

(United Indigenous Students in Higher Education (UISHE))

Associate Degree in Psychology | PCC | 2010

(Phi Theta Kappa Honor Society)

CORE COMPETENCIES

Communications • Team Leadership • Brand & Growth Strategy • Cross-Functional Leadership • Performance Marketing • Customer Acquisition • AI-Driven Marketing Strategy • SEO & Site Optimization • Web Design & UX • Corporate Communications • Team Training & Development • Project Management • Event & Podcast Management • Email & Display Advertising • Influencer & Brand Promotions • Graphic Design • Salesforce • Adobe Photoshop • Google Analytics • Meta Ads Certified • Google Ads Certified • TikTok Ads Certified • Microsoft/Bing Ads Certified • Amazon Ads Certified • Wix Premier Partner