

# MEGAN WENTZ

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*Seasoned marketing strategist and Startup Founder at Marketing Works LLC, adept in project management and data-driven decision-making. Excelled in scaling cross-industry client growth, and demonstrated proficiency in digital media to maximize market penetration and profitability. Adept at identifying and capitalizing on new opportunities to drive long-term success and customer satisfaction. Strategizing integrated marketing and communications initiatives, leveraging team leadership and dynamic content creation to drive business growth, foster passion, and build community engagement.*

## SKILLS

- Project Management
- Digital Media - Email, Web & Social Content Creation & Curation
- Communications - Writing & Design
- Campaign Development & Execution
- Website Development & Upkeep
- Budget Management
- Data-Driven Decision Making

## EXPERIENCE

### Startup Founder

*Marketing Works LLC*

*Jan 2015 - Present*

- Drive short and long-term marketing strategies, manage social media platforms, orchestrate events, develop websites, curate content/artwork, and execute digital campaigns for diverse clientele spanning industries such as restaurants/music venues, cybersecurity, international nonprofits, holistic wellness, real estate, and more.
- Developed a successful business plan and strategy to launch a startup company.
- Identified potential customers, generated leads and closed deals with clients.
- Managed budgeting activities such as forecasting expenses and allocating resources appropriately.

### Account Director/Contractor

*Westbound Communications*

*Oct 2021 - Dec 2023*

- Directed diverse client SOWs and deliverables, encompassing content curation, media outreach, branding, digital/social media, website development and management, ad campaigns, and more across various sectors including nonprofits, education, software, government, utilities, environmental, and healthcare.
- Analyzed data from multiple sources to identify trends and inform decision-making processes.
- Trained staff on best practices for handling customer inquiries, resulting in increased efficiency and productivity levels.

### Marketing Director

*Nexen Tire, Diamond Bar, US*

*Feb 2019 - Oct 2021*

- Analyzed sales data against marketing budgets to optimize profitability.
- Conducted competitor analysis and develop GTM strategies.

- Managed domestic and international events.
- Cultivated brand identity, as well as coordinated internal and external communications to ensure consistency.
- Orchestrated product launches.
- Fostered strategic partnerships in sports marketing and military initiatives.
- Developed digital and traditional marketing campaigns across multiple platforms.
- Established relationships with vendors and suppliers to acquire materials needed for campaigns.

### **Communications Director**

*Utilities Inc.*

*Jan 2015 - Jul 2017*

- Developed comprehensive internal and external communication strategies for domestic and international purposes.
- Spearheaded rebranding efforts across US markets, including rebuild 17 company websites, led social media integration, facilitated intranet development, and provided strategic PR support.
- Managed the design, production, and distribution of promotional materials, such as brochures, newsletters, and web content.
- Coordinated public appearances by company executives at trade shows and other industry events.
- Created and maintained up-to-date contact lists for various media outlets and influencers.

### **Marketing & Events Manager**

*Kumho Tire, Rancho Cucamonga, US*

*Sep 2010 - Dec 2015*

- Managed B2B and B2C materials, advertising and communication for all products; including Ecsta PA31 launch, increasing market segment shipment volume by 27% while increasing profitability due to a 3% price increase over its replacement product.
- Directed and produced public relations strategies, including: press releases, live interviews for radio and tv., acting liaison between company and designers, professional and collegiate sports teams, retailers/wholesalers for co-op, sponsorships, events and more.
- Provided creative direction and execution for marketing/sales materials, ads for TV, radio, print, P.O.P., interactive/web, social media and live events.
- Oversaw partnerships/sponsorships with collegiate sports and professional sports.
- Monitored industry trends in order to stay up-to-date on current practices within the field of marketing events management.
- Executed successful events in both B2B and B2C roles.

## **EDUCATION**

### **Bachelor of Arts - Visual Communications**

*American Intercontinental University*

*Jun 2010*

### **Associate of Arts - Business Administration**

*Intercontinental University*

*Jun 2009*

### **Photography**

*Art Center College of Design*

*2009*

### **Completed coursework towards Bachelor of Arts (B.A.) in Public Diplomacy & Art History**

*Occidental College*

*2008*