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| MEGAN WENTZ  . | **Phone Number** 626.807.9179  **Email** mkwentz@gmail.com  **Address** Pomona, CA 91768 |

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| *Seasoned marketing strategist and Startup Founder at Marketing Works LLC, adept in project management and data-driven decision-making. Proficient at strategizing integrated marketing and communications initiatives, leveraging team leadership and dynamic content creation to drive business growth, foster passion, and build community engagement.* |

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| **Skills**   |  |  |  |  | | --- | --- | --- | --- | | Project Management | Digital Media - Email, Web & Social Content Creation | Communications - Writing & Design | Campaign Development & Execution | | Microsoft, Google & Various Automation Programs Proficiency | Budget Management | Data-Driven Decision Making | Experience with Startups | |  |

**Experience**

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|  | Marketing and Operations Director *Edge of Co.,* Los Angeles, CA – Remote March 2024 - Present |
|  | * Marketing and Operations Director at Edge of Company, a global media leader in events and podcasts focused on AI, cryptocurrency, tech, and Web3 * Lead high-priority projects across innovative initiatives such as: Edge of NFT (Podcast), Edge of AI (Podcast), Outer Edge (Global Events) * Develop and execute comprehensive marketing strategies * Oversee digital marketing efforts, including social media, web and newsletters * Manage all aspects of podcast production * Provide leadership to Copywriters and Marketing & Operations support staff * Ensure alignment of efforts with company goals while fostering a culture of creativity and innovation   Startup Founder ***Marketing Works LLC,* Pomona, CA – Remote** Jan. 2015 - Present |  |  |

* Drove marketing strategies for diverse clients, enhancing brand visibility across industries like hospitality, cybersecurity, media and real estate
* Led social media, content, and digital campaigns, boosting online engagement by 40% on average
* Launched startup with a strategic business plan, securing key funding and partnerships
* Generated leads and closed deals, achieving a 30% client conversion rate on average
* Managed budgeting and resources to optimize efficiency and support growth

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|  | Account Director/Contractor  *Westbound Communications, Riverside, CA - Hybrid* | *Oct 2021 - Dec 2023* |  |

* Led diverse client projects covering content, branding, media, public relations, digital campaigns, and website management across sectors like nonprofits, healthcare, government and technology
* Developed digital and social media strategies, leveraging data insights to enhance engagement and achieve client objectives
* Analyzed data to identify trends and provide actionable recommendations that drive informed client decisions
* Managed campaign lifecycles for government, utility, and environmental clients, ensuring timely, on-budget delivery
* Trained staff on service best practices, boosting productivity and enhancing client satisfaction

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|  | Marketing Director  *Nexen Tire, Diamond Bar, CA* | *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

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|  | Communications Director  *Utilities Inc, Chicago, IL - Remote* | *Jan 2015 - Jul 2017* |  |

* Developed comprehensive internal and external communication strategies for domestic and international purposes
* Spearheaded rebranding efforts across US markets, including rebuilding 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

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|  | Marketing & Events Manager  *Kumho Tire, Rancho Cucamonga, CA* | *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
* Directed and produced public relations strategies, including press releases, live interviews for radio and television, 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
* Executed successful events in both B2B and B2C roles

**Education**

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|  | Bachelor of Arts - Visual Communications in 4.0 GPA  American Intercontinental University | Jun 2010 |  |

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|  | Associate of Arts - Business Administration in 3.8 GPA  Intercontinental University | Jun 2009 |  |

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|  | Photography  Art Center College of Design | 2009 |  |

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|  | Completed coursework towards Bachelor of Arts (B.A.) in Public Diplomacy & Art History  Occidental College | 2008 |  |