

MEGHAN STOREY

DIGITAL PROJECT MANAGEMENT & MARKETING STRATEGY

An organized and detail-oriented digital project manager with expertise in leading the development, design and marketing of world-class digital content. Building landing pages that increase conversions, launching new digital products and tools, improving user experiences/interfaces, and planning and executing strategic content are just a few of the ways I have been able to successfully build and foster brand awareness and increase engagement. My goal is to build beautiful, technology-driven experiences that increase brand awareness and convert users into loyal customers.

CONTACT



601-270-7659



mestorey246@gmail.com



Nashville, TN



Linkedin.com/meghanstorey

EDUCATION

Bachelor of Arts (B.A.) / Journalism
University of Mississippi
2003 - 2007

SKILLS

- Project Management
- Digital Marketing
- Web Development
- SEO/Goal Driven Analytics
- Data Analysis
- Social Media Management
- Content Optimization
- Responsive Web Design
- Stakeholder Relationships
- Strategic Content Creation
- Editorial Planning/Management
- Sprint/Task Organization
- Basecamp/Jira/Invision
- Wordpress/Shopify
- Content/Email Marketing
- Collaboration/Team building

PROFESSIONAL EXPERIENCE

DIGITAL PROJECT MANAGER

Brewers Association | 100% Remote | 2017 - 2020

- Managed the full development life cycle and digital consumer solutions and strategy for the Brewers Association's 9 websites and 5 mobile apps.
- Led content strategy and architecture with a focus on landing pages to achieve membership objectives and improve conversion rates.
- Maintained cohesive branding across all web and app-based properties to foster brand recognition.
- Lead search engine optimization efforts by creating monthly website health reports which included feedback on existing sales funnels, future content direction, and potential marketing opportunities.
- Managed complete redesign/reorganization of BrewersAssociation.org, moving the site to the Gutenberg Wordpress editor and the creation of a Resource Hub housing 1,000+ member resources.
- Served as the main contact between the digital team and marketing/creative/IT/ outside clients to define project goals and scope, build sprints, communicate timelines, assign tasks, and track deliverables and measurables.

WEB EDITOR/MARKETING PROJECT MANAGER

Brewers Association | 100% Remote | 2010 - 2017

- Achieved 12%+ session growth for CraftBeer.com for three straight years.
- Helped grow the Brewers Association combined social audience to 200K+.
- Lead complete redesign of CraftBeer.com, introducing a new logo, an upgraded national brewery locator, beer style finder, and recipe database.
- Created and managed the CraftBeer.com editorial calendar and writer budget of \$25K. Tailoring content based on Google Analytics research and trend in craft beer.
- Hired freelance writers and provided concise and constructive editorial feedback.
- Worked with graphic artists and post-production team members to produce captivating and successful content.

MARKETING COORDINATOR

Brewers Association | Boulder, CO | 2008 - 2010

- Oversaw the development, execution, and analysis of company-wide e-mail marketing campaigns to drive brand awareness, membership retention, and event ticket sales.
- Boosted brand awareness with target customer demographics with social, print and email campaigns.
- Directed media coordination for the Craft Brewers Conference, National Homebrewers Conference, and Great American Beer Festival.