

ABOUT ME

A focused and insightful communicator and project manager who has executed marketing and PR initiatives for over 17 years, including for the largest U.S.-based membership organization for allergist/immunologists. A relationship builder and problem solver who understands how to adapt tone and strategy to ensure projects and campaigns are delivered on time and at a high standard.

CONTACT

@ meganbrown.e@outlook.com

(414) 690-1893

linkedin.com/in/meganebrown

Milwaukee, WI



EDUCATION

 **MARQUETTE UNIVERSITY**
PR and Psychology, B.A.
2005

 **UW-MILWAUKEE SCHOOL OF CONTINUING EDUCATION**
Professional Certificate in Non-Profit Management
2017

MEGAN BROWN, CAE

COMMUNICATIONS AND ASSOCIATION MANAGEMENT PROFESSIONAL

EXPERIENCE

SENIOR MEDIA AND MEMBER COMMUNICATIONS MANAGER (2013-2023)

Enhanced overall email communications by advocating for and leading the switch to an email marketing and automation solution that integrated with the organization's database. Rebranded all email communications with a cohesive look, implemented better personalization and targeting, and streamlined the approach to tracking outgoing marketing emails across the organization. Results included a 46% average open rate and 5% average click rate for email communications, with four different regular email newsletters averaging ~35% to 50% open rates.

MEDIA AND MEMBER COMMUNICATIONS MANAGER (2009-2013)

Built and maintained relationships with numerous journalists as the first point of contact with the media. Used a targeted PR strategy to develop campaigns, pitch stories, create press releases and press kits, plan press conferences, and manage media records and reports with Cision.

COMMUNICATIONS MANAGER/PUBLICATIONS (2008-2009)

Project manager for a monthly magazine with over 7,000 readers. Took each issue from concept to print by developing the lineup, writing and editing content, facilitating advertising sales, coordinating production with an external designer and printer, and overseeing mailing logistics.

MARKETING COMMUNICATIONS COORDINATOR (2007-2008)

Created content for a quarterly company newsletter that reached nearly 14,000 prospects and customers, and improved the company's external image through the development of customer case studies and press releases. Independently planned a monthly internal marketing campaign targeted at sales employees, a monthly sales support event, and a series of seminars that maintained relationships with customers and built the prospect pipeline.

SKILLS

-  Relationship Building
-  Writing, Proofreading and Editing
-  Project Management
-  PR and Marketing Strategy