

# MEAGHAN DUNHAM

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*Highly organized and detail-oriented. Ability to work in flexible environments with different types of individuals. Efficiently completes tasks and manages strict timelines. Extremely autonomous, diligent, and growth-oriented.*

## WORK EXPERIENCE

**Digital Marketing Consultant, Small Business Coach**  
**Meaghan Dunham Creative**

**2016 – Present**

- Lead clients through coaching exercises to uncover marketing strengths and areas for growth
- Create and execute personalized strategic plans for clients to increase brand visibility
- Educate clients on uses of digital marketing platforms (email, social media, CRM, etc.)
- Curate digital marketing content based on specific needs of client while carefully considering audience and SEO
- Conduct pointed advertising campaigns through social media platforms, email marketing campaigns, and search engine optimization techniques to market products and services

**Regional Marketing Coordinator, Brand Manager**  
**Aperture Education, LLC**

**2017 – 2020**

- Coordinated with small team of marketing and sales specialists, including reporting on weekly, monthly, and quarterly key performance indicators (KPIs)
- Utilized HubSpot Marketing and CRM to manage lead generation and support sales process
- Employed strategic social media plan to target potential leads and delight existing customers
- Developed and implemented strategies to increase brand awareness, including targeted email campaigns for each step of the marketing funnel
- Maintained website copy and design using basic HTML coding and Wordpress design management
- Executed strategic digital campaigns to generate Leads and Opportunities for sales team
- Designed new and update existing marketing and sales collateral using Adobe Suite
- Nurtured relationships with marketing vendors and company partners to ensure brand consistency and visibility

**Marketing and Business Development Specialist, Summer Programs**  
**Charlotte Latin School**

**2014 – 2017**

- Built unique marketing campaigns to promote increased brand identity and distinguish the brand apart from competitors
- Skillfully utilized social media platforms and search engine optimization to directly target potential client base
- Cooperated with a number of advertising media to create a diversified outreach to new clients
- Extensive experience in data entry, web site maintenance, and online advertisements
- Improved client experience and satisfaction by personally communicating with clients regarding any issue or support needs
- Facilitated organization of employee contracts, advertising budget, confidential client information, daily and weekly schedules for campers and employees

**Music Educator**  
**Granville County Schools, Wake County Schools**  
**Launch Your Kid, Charlotte Latin School**

**2009 – 2017**

- Experience working with children of all ages and abilities
- Utilized the most up-to-date practices for developing a foundational knowledge of music in young children
- Extensive practice in event planning and management through multiple yearly student performances

## ***VOLUNTEER EXPERIENCE***

### **Marketing & Branding Manager**

**2019 – 2021**

#### **Habitual Roots, 501(c)3**

- Coordinate marketing efforts of small nonprofit start-up, including reporting on strategic key performance indicators (KPIs) and informing all aspects of the marketing strategy
- Thoughtfully employ social media, including creation of a detailed deployment strategy, to directly target potential leads and delight existing customers
- Develop and implement strategies to increase brand awareness, including targeted email campaigns and social media networking, for each step of the marketing funnel
- Lead strategic digital campaigns to generate qualified prospects and build brand trust and thought leadership
- Design new and update existing marketing and wellness team collateral utilizing Canva Pro tools
- Create new and nurture existing relationships with partners to ensure brand consistency and visibility

### **Event Marketing and Client Relations**

**2018**

#### **Farmers First Coffee Company**

- Supported weekly event pop-ups, including in-person product marketing and sales
- Designed new and updated existing print collateral for product marketing
- Developed extensive onboarding process for new wholesale clients using Pipefy

### **Vice President, Events Manager**

**2013 – 2015**

#### **Central Carolina Chapter, American-Orff Schulwerk Association**

- Facilitated quarterly workshops for around 100 participants
- Secured industry leaders as workshop presenters including: managing contracts, transportation, and event details

## ***EDUCATION***

**Master of Music Education • Appalachian State University - Boone, NC**

**Bachelor of Music Education, Magna Cum Laude • Appalachian State University - Boone, NC**

## ***CERTIFICATIONS AND SKILLS***

### *Certifications:*

200-hour Registered Yoga Teacher | Habitual Roots ROOTS Methodology Coach | HubSpot Inbound Marketing Certification | HubSpot Content Marketing Certification | HubSpot Contextual Marketing Certification | HubSpot Email Marketing Certification

### *Basic Knowledge:*

Photo and Video Editing (iMovie, Lightroom) | Adobe Illustrator

### *Proficient Knowledge:*

Adobe InDesign | Shopify POS | HTML Coding

### *Extensive Knowledge:*

Design Software: Adobe Photoshop and Acrobat, Canva | CRM: HubSpot, Dubsado, Neon | Email Marketing: MailChimp, Aweber, Flodesk, HubSpot, Constant Contact | Website Management: Wordpress, Wix, Weebly, Squarespace | Social Media Management: Hootsuite, Later, Meta | Facebook and Instagram Ads Manager | Social Media Platforms: Facebook, Instagram, Threads, Twitter, Pinterest, Snapchat, YouTube, LinkedIn | Microsoft Office Suite: Word, Excel, Publisher, PowerPoint, Outlook | Google Suite: Calendar, Drive, Docs, Business, AdWords, Google+ | Proficient Mac and PC User