

# Megan Fullagar

Marketing, Design, and Communications

## Relevant Experience

### Penthera

Marketing Director | New York, NY | June 2018 - current

Penthera, a technology start-up, enhances the mobile video experience through advanced streaming and download technology.

#### Key Responsibilities:

- Has built the entire marketing program from the ground up—creating sales marketing collateral/materials including presentations, white papers, case studies, and website copy.
- Manages the entire marketing funnel to drive the sales pipeline. Creates marketing campaigns around key KPIs, including email marketing, social strategy, landing pages, and press outreach.
- Utilizes data, such as website analytics, form completions, and prospect behavior, as a tool for our sales team, investors, and board.
- Manages email marketing efforts within HubSpot to reach specific audiences and continually engage subscribers (our average email open rate is around 30%).
- Writes, designs and markets thought leadership content, including whitepapers, reports, benchmarks, webinars, and industry presentations. Our thought leadership engagement has increased from 500 people in 2018 to over 15,000 people in September of 2020.

### FreeWheel, A Comcast Company

Marketing Communications Manager | New York, NY | December 2016 – June 2018

FreeWheel Advertisers, a part of the Comcast family, is a media -buying platform serving 25% of all US media.

#### Key Responsibilities:

- Conceptualized, developed and provided continual written (internal and external) communication highlighting the company's brand, image, products, people and industry influence. We hit internal open rates at an average of 40% and external open rates at 25%.
- Planned and executed B2B marketing communication strategies with a focus on reaching large US based advertising agencies along with global brands to drive sales.
- Generated favorable media coverage by actively seeking out the unique, competitive benefits of the company and its products. The Company received coverage in Fast Company, Ad Age, and Media Post amongst others.
- Created compelling content including PowerPoint decks, video assets, and a quarterly agency forecast survey that is distributed throughout the media industry.
- Planned and executed presence at events such as CES, Cannes, and DMEXCO,

### Newmark Grubb Knight Frank

Marketing Manager | New York, New York | September 2015 – December 2016

Newmark Grubb Knight Frank is one of the largest commercial real estate service firms in the world.

#### Key Responsibilities:

- Created new graphics for marketing collateral including infographics, proposal covers, and illustrative diagrams.
- Oversaw design, direction, and execution of client pitch presentations.
- Provided marketing support in the development of presentations and RFP responses.

### Microdesk

Marketing Manager | New York, New York | March 2012 - September 2015

Microdesk is a technology consultancy that works with architectural and engineering clients to help them implement Building Information Technology.

#### Key Responsibilities:

- Maintained relationships with corporate technology partners, such as Autodesk, Bluebeam, Trimble, and Panzura, amongst others.
- Managed company PR efforts, including press releases and publications.
- Created social media, video, blog, and newsletter content.
- Assisted with production of proposals, presentations, and other sales support materials
- Tracked success of marketing endeavors through a CRM system.
- Planned and executed biannual, executive level marketing through client appreciation events, thought leadership events, tradeshow, and monthly webinars.

### Ismael Leyva Architects

Marketing Coordinator | New York, NY | March 2011 – March 2012

Ismael Leyva Architects PC is an internationally recognized architecture, design, and planning firm.

#### Key Responsibilities:

- Created & produced marketing materials including brochures, proposals, email newsletters, direct mail, cd-roms and website content.

**Seasoned marketing professional seeking content-oriented brand or sales marketing role.**

### Contact

New York, NY

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### Portfolio Website:

megsandbacon.com

### LinkedIn:

/megan-fullagar

### Instagram:

Scrambled\_megsandbacon

### Skills

**Creative:** Graphic Design (Adobe Design Suite), Video Production, Infographics, CAD, Vector Illustration

**Marketing:** PR Management, Event Coordination and Management, Brand Management

**Communications:** Blog Content, Internal Events, Video Creation, Email Marketing, Newsletters

**Sales Marketing:** CRM (Pardot, Hubspot ), Analytics, Strategy, Whitepaper Creation, PowerPoint Decks, RFP responses

### Education

#### CUNY - City College

New York, NY

MPS, Branding and Integrated Communications  
2014 - 2016

**Award:** One Show Gold Pencil – Effegies for Equality

#### University of Kansas

Lawrence, KS

Bachelor of Architecture,  
Architecture  
2001-2006