

MEGAN KING WOMACK

Marketing Manager & Strategist

SUMMARY

Marketing Manager & Strategist with ten years' progressive experience across diverse industries. Builds lasting partnerships with media and community outlets. Designs and executes best-in-class marketing campaigns with outstanding results. Develops and leads dynamic, high-performing teams. Acts as a spokesperson and face of the organization. Manages internal and contracted teams to ensure alignment with company messaging. Successful project management and event planning track record, bringing top influencers under one roof. Leads strategic planning efforts and draws stakeholders toward vision. Continually improves processes through data analysis, innovation, and testing. Sets the example for work ethic, output, and integrity for the team.

AREAS OF EXPERTISE

Strategic Planning
Brand Management
Analytics (Google, Social, Email)
Metrics + Reporting
B2B Marketing

Ad Design
Content Management
Client Management
Event Planning
B2C Marketing

Email Marketing
CRM Management
CMS Management
Vendor Management
Media Relations

HIGHLIGHTS

- Built and implemented new messaging strategies for top clients across the building supply space for B2B and B2C companies. Ensured messaging was represented across all marketing channels, including email workflows, website, blog, social and ads.
- Concepted omni-channel marketing plans to reach and convert decision-makers into leads and buyers in the building materials industry.
- Wrote and edited copy for a wide variety of clientele in order to capture their unique voice and tone.
- Managed the first Virginia Wine rebranding effort in 11 years. Counteracted the downward trend in wine sales, seeing a 5% increase in Virginia Wine sales in FY 2019.
- Serves as Vice Chair on the inaugural board for Virginia Public Media's Project Amplify. Recruited six new nominees, and sits on events, marketing, and research committees. Currently observing increases in younger demographic interest, due in part to targeted marketing efforts.
- Oversaw planning for Vision 2025, the next phase of Virginia Wine's strategic plan. Structured the timeline, led frameworks, and selected committees. Created a branded overview booklet to present to the Board, explaining constituencies, planning process, and to provide further background information.

PROFESSIONAL HISTORY

Great Smoky Mountains Institute at Tremont

7/2023 - Present

Responsible for creating and maintaining diverse revenue streams through fundraising, community relations, events, and relationships to sustain and evolve Tremont's critical work of connecting people and nature inside Great Smoky Mountains National Park.

Venveo

6/2020 - 7/2021 | Account Strategist

- Plans, develops and approves content calendars, social media calendars, email nurture campaigns, ad copy and design, and search engine optimization implementation.
- Leads strategy on all client campaigns. Ensures cohesiveness between all marketing channels on which they are present.
- Sets and drives KPIs for portfolio of clients to ensure campaign success and client satisfaction.

Virginia Wine / Ringwood Boyd Marketing

1/2016 - 6/2020 | Marketing Manager

- Collaborated on and led marketing campaigns to increase the visibility of Virginia wines.
- Headed up major event planning and media relations efforts, including VWA Governor's Cup and VA Wine Summit.
- Worked with web development team to ensure ideal UX and UI for virginiawine.org.
- Developed and enforced content calendars for social media, email, and newsletters.
- Oversaw 2018 rebranding effort that directly counteracted a downward trend in wine sales.
- Analyzed data from Google Analytics, MailChimp, SurveyMonkey and social media platforms to assess performance and inform new strategies. Presented easy-to-understand reports to the board.
- Served as primary point-of-contact for Virginia wineries. Keep industry partners current on promotional opportunities and marketing campaigns.
- Concepted and designed seasonal print advertising campaigns.

OneMind Health

10/2013 - 01/2016 | Marketing Communications Specialist

- Responsible for all website content and copy. Assisted in new website conception in 2014.
- Enforced content calendar and messaging grids for email, newsletters, social media, and blog.
- Collaborated within OneMind Health to ensure consistent brand strategy and messaging.
- Directed copy and art for online print, including website, tradeshow ads, posters, mailers and sales collateral.
- Worked with CRM (Salesforce) to coordinate contact lists and campaigns.
- Tracked campaign analytics for open/click-through/conversion rates to assess success of campaigns.

Movement Mortgage

1/2011 - 10/2013 | Social Media Manager + Trainer

- Composed copy and maintained Movement Mortgage internet marketing channels.
- Built and cultivated relationships with top executives in the real estate industry.
- Traveled nationwide to conduct trainings on internet marketing strategies.
- Secured new industry relationships and MSA's for Movement Mortgage.

Main Line Broadcasting

05/2010 - 01/2011 | Account Executive

Edward Jones Investments

07/2008 - 03/2010 | Branch Office Administrator

VOLUNTEER

Virginia Public Media

Vice-Chair and inaugural board member of Project Amplify, a VPM board tasked with engaging a new generation of NPR and PBS listeners in the Richmond area.

Red Door Ministry

Volunteers and assists with logistics and awareness of Grace and Holy Trinity Church's Red Door Ministry.

EDUCATION

Virginia Commonwealth University Richmond, Virginia

B.A. in Vocal Performance, Marketing Minor, 2008