

MEGHAN SEKONE- FRASER

STRATEGIC BRAND
& MARKETING
PROFESSIONAL

CAREER FOCUS

As a brand and marketing expert, I strive to lead the creation & deployment of multimedia strategies and content that enrolls the customer in a brand's story, furthering awareness, and engagement, while driving revenue and customer loyalty. I believe that by focusing on the unique opportunities presented by each market & customer, any brand can build and lead a community of evangelical customers.

CONTACT INFORMATION

Phone: 412-389-8984
mhgaab@gmail.com
linkedin.com/in/meghansekonefraser
West Palm Beach, Florida

EDUCATION

University of Auckland

Masters of International Business
June 2012 to March 2014
Graduated with First Honors

Southern Methodist University

Bachelor of Science in Anthropology
August 2003 to December 2007
Graduated with Honors

EMPLOYMENT HISTORY

Director of Brand & Content (Contract)

Veyl Ventures (June 2020 - Nov 2020)

- Oversaw the transition/rebranding of United Naturals to Nature M.D.
- Oversaw the acquisition of the Dr. Kellyann brand and lead the establishment of improved content creation and strategies.
- Developed brand foundation and guidelines for both Nature M.D. and Dr. Jeff's Pets.
- Lead the development of cross platform content creation processes and delivery strategies.
- Lead the development of social media and community management strategies.

Senior Brand & Communications Consultant

O&P Media (February 2019 - Present)

- Developing and executing community management strategies for multiple brands, including Toyota's Team Toyota.
- Assisting in the development of product and brand campaigns, including Team Toyota's 2020 Olympic campaign.
- Brand development for multiple start-ups within the cannabis space.
- Developing social media strategies and management that support the growth and development of brands both new and established.

Director of Social Media

Onnit Labs (June 2017 - March 2019)

- Implemented organic social media strategies that increased revenue from organic social from \$20,000 to over \$2,000,000 a month.
- Assisted in the development of processes that increased the brand's ability to coordinate all marketing efforts across all platforms.
- Developed brand's strategies for reactive responses, social collaborations, giveaways, and social media crisis management.
- Assisted in the development of new product launches' and content campaigns' conceptualization, direction, strategies and execution.

Director of Marketing

Society Nine Inc. (March 2015 - May 2017)

- Developed multichannel strategies that led to 40+% growth in direct to consumer sales during the first year of operation.
- Developed the positioning and direction of the brand's communications, market development, events marketing, SEO, SEM, multimedia campaigns, and CRM processes.
- Developed, directed and executed multiple brand and product campaigns, such as Society Nine's 2017, The Fight Within Campaign.
- On-boarded and managed 70+ professional athletes, coaches, and influencers, to create a Brand Ambassador Program that led to increased sales in key markets.

Marketing & Sales Director

ClubCorp - Rivers Club (March 2014 - September 2015)

- Championed a market-specific approach to marketing and sales that lead to a record year of member growth and corporate memberships.
- Assisted in the development and management of new membership products that lead to increased revenues across all channels.
- Lead the development and execution of go-to-market strategies for new membership products.