

M/S

Megan Sauer

OBJECTIVE

Copywriter who is intrigued and driven by multicultural brand strategy. Focused on leadership as well as excellence. Risk-taker who is not afraid of trying something new; running with something that is proven effective; nor tweaking an existing campaign to maximize engagement that will drive organizations toward future success. Team player who leaves their ego at the door.



ADDRESS

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WEBSITE

brainstormbrandshop.com

SKILLS

Copywriting; Brand Strategy; Brainstorming + Idea Generation; Multicultural Campaign Development; Photography; Graphic Design; Marketing; Sales Leadership; Project Management; Consultations; Executive Assistance; Spanish; Various Design and Productivity Software; Event Planning

EXPERIENCE

12/2018– Present

Multicultural Copywriter for Retail Payment Solutions • US Bank • Englewood, CO

Producing internal team communications for the site. Projects have included content utilized for self-development, coaching, and training class. Lead monthly strategy meetings designed to improve cardmember experiences. Maximizing customer retention and engagement through qualitative interactions translating to impeccable survey scores. Work closely with Management to achieve business line goals as well as objectives.

4/2012– Present

Copywriter and Brand Strategist • Brainstorm Brand Shop • Aurora, CO

Freelance creative that focuses on great multicultural ideas, concept, and copy development. Work one on one with individual clients (startups through established businesses) to develop their brand or polish existing ones. Produces 360 marketing campaigns from research through monitoring phase to ensure marketing strategies yield a positive return on investment. Portfolio: brainstormbrandshop.com

4/2017– 5/2018

Marketing Director • Digital Marketing Dude • Westminster, CO

Part of an amazing digital marketing team that focused on customized client solutions. Led the development and implementation of multi-channel marketing programs. Created slogans, powerful headlines, body copy for print and websites—made a difference across several major brands within the company. Coordinated and executed internal marketing efforts for events like tradeshow, seminars, local events, etc. Successfully managed multiple projects that were to be completed on time and on budget.

3/2015– 6/2016

Copywriter and Project Coordinator • Award & Sign Connection • Centennial, CO

Helped the company initiate and grow through social media by expanding their network with personalized outreach messages plus powerful posts to drive engagement. Blog and email campaigns were also done to introduce a new line of products called Honors Plaques. Executive administrative responsibilities, as well.

3/2014– 10/2014

Social Media Leader and Executive Assistant • ORCC • Lone Tree, CO

From Project Manager to Social Media Specialist - many hats were worn. Actively drove and improved social media interaction; designed ads for church events; developed copy + brand strategy for posts. Owned the photography and project management of all major initiatives.

7/2009– 3/2014

Expert • Apple • Lone Tree, CO

Consistently delivered top-tier results. Inspired and motivated the team to success and personal growth. Led the sales team and drove Net Promoter Score improvement as well as vision. Encouraged and promoted fearless feedback plus determination.

3/2015– 6/2016

Administrative Assistant and Copywriter • Denver Rescue Mission • Denver, CO

Responsible for connecting folks to appropriate resources in the Denver community. Involved in multiple projects different departments were working on. Assisted the Communications team with branding strategy and writing of donor letter.

8/2006– 5/2007

Marketing and Advertising Director • Scooter's Coffeehouse • Kansas City, MO

Supported store layout and in-house advertising; project management; organized promos; marketing efforts; designed print material. Campaign developed led store to 5% increase in revenue first 3 months. This success launched another store afterwards in the *Power and Light* district of Kansas City, MO.

EDUCATION

Miami Ad School, Miami Beach, FL
Program of Art Direction and Copywriting

William Jewell College
B.A. Psychology and Studio Art

REFERENCES

[Available upon request.]