

Megan Sargent, Digital Marketing Strategist

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LINKS

[LinkedIn](#), [Portfolio Website](#), [Writing Portfolio](#)

PROFILE

Eager digital marketer with a knack for creating engaging online campaigns and working effectively in team settings. Aiming to apply my skills in digital strategy and content creation to fuel growth.

EMPLOYMENT HISTORY

Oct 2023 — Present

Digital Marketing and E-commerce Specialist, The Nested Egg

Fairlee, VT

- Successfully launched and managed an online vintage shop, implementing an effective e-commerce and digital marketing strategy on Wix.
- Elevated brand engagement and expanded social media presence, securing a 15% engagement rate with strategic promotions and compelling content.
- Conducted comprehensive market research and social listening, pinpointing and engaging the target audience to amplify marketing campaign results.
- Elevated the website to the top of SERPs through meticulous SEO optimization, achieving organic growth in visibility.
- Directed the design and execution of captivating marketing campaigns, fueling initial sales boosts and ongoing customer engagement.
- Leveraged analytics to dynamically refine marketing strategies, adapting to customer preferences and market trends for enhanced performance.

Jan 2023 — Oct 2023

Marketing Specialist, fastn.ai

Boston

- Maximized customer reach by 20% through optimizing e-mail marketing copy, branding social media content, refining logo design and developing customer personas
- Boosted positive user feedback by 40% through usability testing, reducing number of clicks, and refining copy. Established branding guidelines to maintain customer trust.
- Optimized conversion rate for a threefold increase by reducing the time required to build an API

Jun 2016 — Present

Founder, Goldenberry Goodies

Manchester, NH

- Coordinated and engaged with customers regarding order specifications, pick-up and other details
- Developed and executed a hand-crafted product complete with branding, systematized manufacturing process for maximum output and quality
- Formulated a unique brand & product, and implemented all creative marketing operations digitally and in-person
- Maximized ARR by 15% through local business partnerships, increased social media engagement and email marketing
- Maintained consistently high customer satisfaction ratings and organic leads through product quality

Jun 2020 — Sep 2022

Marketing & Recruiting Coordinator, Keene Perspectives

White River Junction, VT

- Started as an Registered Behavior Technician, and then moved into a hybrid role.
- Coordinated employee testimonial project to increase company-wide morale and develop assets for future campaigns
- Developed 10% increase in brand awareness by coordinating content for upcoming expansion announcement
- Executed and scheduled content weekly to boost click rates by 25%
- Optimized company recruiting pipeline to streamline applicant experience and increase hires, maintained communication through ATS from start to finish

EDUCATION

Aug 2011 — May 2015

Bachelor's Degree, Castleton State University

Castleton, VT

Sociology

Dean's List Fall 2013

Semester in the Southwest 2013

Peer Advocates for Change Volunteer

SKILLS	Email Marketing	Digital Marketing
	Emotional Intelligence	Digital Strategy
	Communication Skills	Ad Campaigns
	Effective Time Management	Tools:
	Social Media Marketing	Photoshop/XD/Figma/Canva
	Search Engine Optimization (SEO)	Hootsuite/Google Analytics & Ads
	Customer Segmentation	Customer Personas
	User Research	ATS
	Graphic Design	Negotiation

HOBBIES	Custom cookie decorating, baking, singing, painting, writing, biking, hiking
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COURSES	
Nov 2022 — Mar 2023	Google UX Design Professional Certificate, Coursera
Aug 2023 — Oct 2023	Google Digital Marketing & E-commerce Certificate, Coursera
Jan 2024 — Feb 2024	Hubspot Inbound Marketing Certificate, Hubspot Academy
Mar 2024 — Mar 2025	Google Ads - Search Certification, Google Academy Skillshop
Mar 2024 — Mar 2025	Google Ads - Measurement Certification, Google Academy Skillshop