Megan Sargent

Burlington, VT | 306-241-9281 | megsarge15@gmail.com | LinkedIn

## Professional Summary

Data-driven digital strategist with a Master’s in Digital Audience Strategy and hands-on experience designing integrated paid media campaigns, content strategy, and performance reporting. Skilled in Meta Ads, SEO, UTM tagging, and visual asset creation with a strong foundation in analytics and cross-functional collaboration.

## Education

Arizona State University, Tempe, AZ — May 2025
Master of Science in Digital Audience Strategy | GPA: 4.0

Castleton State College, Castleton, VT — May 2015
Bachelor of Arts in Sociology, Minor: English | GPA: 3.2
Dean’s List, Fall 2013

## Experience

Digital Marketing Analyst (Capstone Project) - Arizona State University
March - May 2025

- Executed a cross-platform marketing strategy for a hydration gear brand across Meta and Google Ads.
- Conducted in-depth keyword research using SpyFu and Google Trends to optimize targeting for plus-size endurance athletes.
- Built original paid search and social ads with responsive assets and UTM-tagged URLs to track conversions.
- Analyzed GA4 and Meta Ads Manager data to evaluate CPC, CTR, and platform-specific performance.
- Produced client-ready presentation decks featuring custom charts, KPIs, and actionable insights.
- Interpreted multi-platform ad results to refine copy and targeting strategies for future campaigns.
- Met tight academic and client-facing deadlines with consistently high-quality execution.

Digital Marketing & E-commerce Specialist - The Nested Egg
October 2023 - March 2025

- Elevated brand visibility through organic content and digital advertising, growing engagement via Meta Ads and SEO.
- Created and scheduled various assets to support seasonal promotions, brand storytelling, and customer engagement.
- Implemented on-page SEO best practices and content tagging to boost search engine ranking and discoverability.
- Maintained dashboards for inventory, campaign planning, and analytics reporting.
- Strategized and designed campaign content resulting in high CTRs of 4.5% and greater.

Branding & Marketing Consultant - fastn.ai
January 2023 - August 2023

- Optimized social content, increasing customer reach by 20%.
- Conducted UX testing and reduced user friction in the onboarding process, improving retention and user satisfaction.
- Developed logo and other brand assets and internal marketing documentation to support company launch.

## Volunteering

HOBY ASU
Asset Designer · Remote

- Designed branded digital assets for HOBY (Hugh O’Brian Youth Leadership) events hosted by Arizona State University.
- Created engaging visual materials aligned with HOBY’s mission to inspire youth leadership, ensuring consistency across social and promotional content.
- Collaborated with remote student teams to deliver high-quality, on-brand assets under tight timelines.
- Tools used: Canva, Slack, Google Drive, collaborative design boards

## Skills

Marketing & Strategy:
- Campaign Reporting
- Content Strategy
- Strategic Planning
- Keyword Research & Grouping
- PPC Strategy
- KPI Analysis
- SEO Fundamentals
- Kanban Workflow
- UTM Tracking & Link Customization
- A/B Test Analysis
- Messaging Strategy
- Creative Performance Analysis
- Audience Insights & Segmentation

Tools & Platforms:
- Meta Ads Manager
- Google Ads
- SpyFu
- Canva
- HubSpot Marketing Tools
- Airtable
- Google Sheets
- Google Analytics 4 (GA4)
- SparkToro

## Certifications

- Google Analytics (GA4) — Google, expires June 2025
- Social Media Marketing — HubSpot Academy, expires July 2026
- Inbound Marketing — HubSpot Academy, expires February 2026