

meganmahan

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in sum:

Megan is a creative marketing copywriter, experienced in creating kickin' web and print copy that converts.

experience:

web copy

Created web copy to convert insurance shoppers to completed leads and insurance agents to clients. Wrote and maintained a comprehensive resource center with 700+ articles to obtain first page keyword rankings on major search engines. Also lead content coordination through CMS. **Skilled in:** E-newsletters; B-to-C and B-to-B e-communications; landing pages for PPC and affiliate marketing campaigns; and corporate blogging.

print copy

Created unconventional marketing materials, including sales packets, brochures, flyers, whitepapers, and viral marketing collateral. Six-time featured writer for the TAAR report on topics including online marketing blogging, web design and branding.

public relations

Handled interviews for the likes of AOL Money; delivered bad news to clients with finesse; celebrated good news with clients with near chandelier swinging. Author of many non-vanilla press releases. Co-chair for '07 corporate United Way campaign. Company representation at various conferences.

video

Created tutorial videos, wrote scripts and worked with marketing team to create viral videos for product launches.

public speaking

Presented 90-minute keynote on online marketing at the 2007 HIGH TECC Summit, Vail, CO.

work history:

InsureMe (online lead generation), Englewood, CO

Lead Copywriter (November 2006—March 1, 2008)

Affiliate Copywriter (June 2005—November 2006)

The Anderson Agency Network

Creative Marketing Copywriter (freelance; ongoing)

PTE-China.org, Peking China (work done in U.S.)

Project Coordinator, Copywriter (pro-bono; ongoing)

University of Iowa, Student Health Services, Iowa City, IA

Student Clerk (September 2001—March 2005)

software:

Microsoft Office (*daily use*)

Moveable Type, Blogger & Wordpress (*daily use*)

Hot Banana (*daily use*)

Adobe Acrobat, Photoshop, Premiere Elements (*weekly use*)

Camtasia (*monthly use*)

Mac software (*monthly use*)

Quark Express (*it's been awhile*)

school

University of Iowa, Iowa City, IA

B.A. French; English (Dec. '04)

>> Recipient of Lawrence Fairall Scholarship for Iowa fiction writers; 2002

>> Accepted to the undergraduate non-fiction program; 2003

>> Dean's list 2003, 2004

references

Ask and you shall receive!