



# Megan C. McCarthy-Biank


Content | Analytics | Design

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## SKILLS

### Adobe Creative Suite:

- InDesign
- Photoshop
- Illustrator
- Dreamweaver

### Coding Languages:

- HTML & CSS
- SQL (SQL Server)

### Microsoft Office Suite:

- Word
- Excel
- Outlook
- Powerpoint
- Dynamics

### Content Management:

- WordPress
- Sitefinity

### Data Analysis:

- Google Analytics
- Google Data Studio
- Hootsuite
- Tableau

## EDUCATION

### **Lewis University**

Romeoville, IL  
Business Analytics, M.S.  
Concentration: Marketing Analytics

### **DePaul University**

Chicago, IL  
New Media Studies, M.A.  
Focus: Web Development/Design

### **Northern Illinois University**

DeKalb, IL  
English, B.A.  
Minor: Psychology

## EXPERIENCE

### **Context<sup>4</sup> Healthcare, Inc.**

Naperville, IL

#### Digital Marketing Specialist

June 2020 - Present

- Manage content on company website using CMS; Measure web traffic and engagement.
- Edit website design using HTML and CSS; Manage and design company marketing materials.
- Manage content, monitor activity, and track analytics on company social media accounts.
- Produce and distribute new monthly e-newsletter to 8000+ customers and prospects.
- Execute email marketing campaigns, i.e. list segmentation, design, A/B testing, performance, etc.
- Develop and implement content strategy and communications plan to grow digital audience.
- Collaborate with medical content/compliance team to brainstorm and execute content ideas.
- Create forms and landing pages for marketing campaigns; Track submissions as needed.
- Collaborate with sales team and use marketing automation software to assist in lead generation.
- Exercise partnerships with vendors on joint opportunities i.e. projects, webinars, events, etc.

### **The Nerd Cantina**

Chicago, IL

#### Content Author/Contributor

April 2019 - Present

- Write and publish book reviews on website using CMS; Share posts/updates on social media.
- Schedule and conduct interviews with authors on upcoming book releases.
- Record audio of interviews and work with podcast hosts to coordinate with releases.
- Develop and maintain relationships with publishers and PR agents for ongoing opportunities.
- Execute Google Ads campaign based on popular releases; Track keywords and analytics.
- Serve as web developer/consultant when website issues arise with third-party apps.

### **Lewis University**

Romeoville, IL

#### Web Content Manager

Nov. 2015 - April 2020

- Produce/update web content for 180+ university web pages and web projects.
- Redesign content layout for 140+ program pages to optimize user experience.
- Research web traffic, user activity, search trends, etc.; Regularly report analytics.
- Cross examine web traffic with enrollment data to identify trends for recruitment strategy.
- Calculate maximum potential revenue per program per student to prioritize resources.
- Conduct keyword research for SEO; Analyze keyword rankings against 10+ competitors.
- Develop and maintain relationships with college deans and program directors for projects.

### **CVR Associates, Inc.**

Chicago, IL

#### Marketing Communications Coordinator

Sept. 2013 - Oct. 2015

*Hired for Chicago Housing Authority (CHA) Housing Choice Voucher (HCV) Program Contract*

- Streamlined and executed production of 3 quarterly newsletters.
- Implemented first integrated communications plan for Owner-Tenant Workshop Series.
- Increased YoY workshop attendance by 16%; Executed and monitored 3 ongoing campaigns.
- Wrote 20+ newsletter articles per quarter; Designed 50+ marketing pieces.
- Produced and managed content/resources on client-facing web portals and websites.
- Planned and managed local and high-profile events with 1500+ attendees.