



Megan C. McCarthy-Biank

Content | Analytics | Design

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/megancmccarthy 

SKILLS

Adobe Creative Suite:

- InDesign
- Photoshop
- Illustrator
- Dreamweaver
- Audition

Marketing Automation/CRM

- HubSpot

Content Management:

- WordPress

Coding Languages:

- HTML & CSS

Audio/Video Production:

- Camtasia
- Descript
- Audacity

Microsoft Office Suite:

- Word
- Excel
- Outlook
- Powerpoint

Digital Advertising

- Google Ads
- LinkedIn Ads
- Google Analytics

EDUCATION

Lewis University

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

DePaul University

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

Northern Illinois University

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

EXPERIENCE

Medstrat/Zimmer Biomet

Marketing Specialist/Coordinator

Downers Grove, IL
March 2022 - March 2025

Zimmer Biomet acquired Medstrat in November 2023

- Manage content on company website with WordPress; Create forms and landing pages.
- Update and design marketing materials and instructional documents.
- Produce and distribute Medstrat Minutes e-newsletter to 14K+ recipients.
- Manage and plan exhibit booth for national trade shows; Represent company at events.
- Plan and monitor ongoing digital ad campaigns; Optimize for budget as needed.
- Create video tutorials for customers from demo recordings using Camtasia.
- Manage company's LinkedIn, Twitter, YouTube, and Facebook accounts.
- Track and report analytics (website, email, social media, paid ads, form submissions).

Cantina Book Club

Host/Content Creator

Remote
April 2019 - Present

Originally Content Contributor at The Nerd Cantina blog and podcast

- Write and publish book reviews on website; Share posts and updates on social media.
- Schedule and conduct interviews with authors on upcoming book releases.
- Record and edit audio and video footage of interviews using Descript.
- Publish podcast episodes in conjunction with releases; Edit clips for social media.
- Develop and maintain relationships with publishers and PR agents for ongoing opportunities.
- Build and engage online community to increase website traffic and episode downloads.
- Attend on-site events and build connections with readers, authors, and vendors.

Context⁴ Healthcare, Inc.

Digital Marketing Specialist

Naperville, IL
June 2020 - March 2022

- Manage content on company website and member dashboard using Sitefinity CMS.
- Update and design company marketing materials using Adobe Creative Suite.
- Edit web code on company webpages and emails using HTML and CSS.
- Execute email marketing campaigns; Manage company's social media accounts.
- Produce and distribute new e-newsletter to 8000+ customers and prospects.
- Deliver quarterly report on website traffic, social media activity, and email performance.
- Develop and implement content strategy to grow digital audience and website traffic.
- Manage video projects from concept to completion (i.e. write scripts, record, edit, upload, etc).
- Create forms and landing pages for marketing campaigns; Track submissions as needed.
- Work with Manager, Client Success to improve and maximize resources for clients.

Lewis University

Web Content Manager

Romeoville, IL
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.