



Megan C. McCarthy-Biank

Content | Analytics | Design

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SKILLS

Adobe Creative Suite:

- InDesign
- Photoshop
- Illustrator
- Dreamweaver

Coding Languages:

- HTML & CSS

Microsoft Office Suite:

- Word
- Excel
- Outlook
- Powerpoint

Content Management:

- WordPress
- Sitefinity

Data Analysis:

- Google Analytics
- Google Data Studio
- Hootsuite
- Tableau

Marketing Automation

- SharpSpring CRM
- Microsoft Dynamics 365

Audio/Video Production:

- Camtasia
- Audacity

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

Context⁴ Healthcare, Inc.

Naperville, IL

Digital Marketing Specialist

June 2020 - Present

- 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, i.e. list segmentation, design, A/B testing, etc.
- Manage company's LinkedIn, Twitter, and Facebook 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.
- Collaborate with Sales Team and use SharpSpring CRM tools for lead generation efforts.
- Brainstorm with Director, Medical Content and Compliance to execute content ideas.
- Work with Client Success Team to improve and maximize resources for clients.
- Exercise partnerships with vendors on joint opportunities i.e. projects, webinars, etc.

The Nerd Cantina

Chicago, IL (Remote)

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 and edit audio of interviews; Coordinate with podcast co-hosts to post episodes.
- 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.