

# MEGAN MARGOLIN

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📍 Portland, Oregon

## Experience

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### Multi-Channel Copywriter

September 2018 - present

Kroger • Portland, OR

- Serve as lead social copywriter for internally generated content creation and social campaigns.
- Write concise, compelling copy across multiple platforms (social, digital, TV, radio, print).
- Collaborate with designers, writers, producers, directors, editors and marketing teams to execute integrated campaigns in alignment with brand voice and consumer behavior.
- Lead brainstorming sessions, contributing to ideation and concepts for brand campaigns.
- Coordinate cross-functionally with internal and external teams in the development and production of digital marketing campaigns.
- Iterate rapid feedback from various sources while aligning with evolving copy guidelines.

### Social Media Strategist

March 2018 - September 2018

Kroger • Portland, OR

- Concept social-first campaigns in alignment with marketing and merchandising priorities.
- Generate original assets, including but not limited to, graphics, copy, videos and branding materials.
- Lead cross-functional collaboration to proactively execute key priorities, ensuring timely and on-budget delivery of campaigns/assets.
- Facilitate meetings to optimize workflow plans and guarantee project completion within deadlines.
- Demonstrate expertise in digital marketing, social media and branding best practices.

### Communications Assistant & Social Media Specialist

April 2016 - March 2018

The Flawless Foundation • Portland, OR

- Develop social strategy and execute integrated social media campaigns for multiple client accounts.
- Coordinate and cover high-profile events nationwide to support company mission-related goals.
- Generate in-depth social media analysis reports to assess company growth and insights on social platforms.
- Manage intern program, employee trainings and integration of new hires into the company.
- Execute essential administrative duties and streamline internal coordination.

### Content Creator

July 2012 - January 2016

### Production and Fulfillment Supervisor

Pacific Herbs • Bend, OR

### Videographer & Editor

June 2013 - September 2013

Keep A Breast Foundation • Los Angeles, CA

### Production Assistant & Social Media Manager

September 2012 - September 2013

CherieFoto • Los Angeles, CA

## Skills

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Adobe Illustrator	InDesign	Google Office	Asana
Adobe Photoshop	Film Production	Workfront	Canva
Adobe Premiere Pro	Videography	Hootsuite	Trello
Final Cut Pro	Photography	MyEmma	Sprinklr

## Education

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Bachelor of Arts (BA), Journalism - Focus in Advertising 2012-2015  
School of Journalism & Communication  
The University of Oregon

## Additional Achievements

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Gold Winner for Branded Content & Entertainment | "Not Your Average Joe"  
Silver Winner in 3 categories across Out-of-Home & Ambient Media | "Magical Cookbook Experience"  
American Advertising Awards Cincinnati 2022-2024

Short Film, "Making Non-GMO Pastries", chosen to be featured in The G2 Green Earth  
Film Festival Venice, CA - October 2013

Member of The University of Oregon Club Tennis Team 2012 - 2015