

MEGANKENLEY

Contact

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About Me

I grew up in Alaska. My passion is for stories and making life an adventure worth writing about. I love to rock climb, hike, ski, snowboard, write, draw, play soccer and be with family.

Experience

Senior Account Executive, MRM//McCann

Salt Lake City, Utah, Fall 2012-current

Panasonic, Intel, Hitachi, SAIC

- Manage and organize logistics for large and small-scale integrated B2B campaigns
- Establish content strategies and present recommendations to clients
- Run weekly status calls and report on project performance with a thorough level of detail
- Provide cross-channel content recommendations to clients and key agency partners
- Collaborated on reporting dashboard that increased awareness in content gaps
- Managed logistics and production of an award winning video in two weeks time

Assistant Account Executive Intern, Young and Rubicam

New York, New York, Summer 2012

American Girl, Fisher Price

- Developed organizational charts, status reports, and timelines to share with clients
- Provided monthly competitive analysis reports
- Regularly updated budgets, developed estimates and job numbers
- Corresponded with clients on tasks as needed

Account Manager, Brigham Young University AdLab

Provo, Utah, 2009-2012

Zion's Bank, Hot Pocket, Relate Institute, Harman Digitech, Tailgate Football

- Managed and organized social media campaigns and creative projects
- Wrote press release that gained international attention
- Managed grass-root social media campaign that paid for student trip to New Zealand
- Developed skills in gathering research and worked with clients

SEO Intern, Leadgenix Online Marketing Firm

Provo, Utah, Fall 2009

- Optimized customer websites using online directories, blogs, and social bookmarking
 - Learned web development basics dealing with search engine optimization
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Skills & Service

Competent in Adobe Suite, Microsoft Office, Excel, and JIRA. Familiar with HTML, CSS, and Marketo. Completed classes in finance and editing. Served as an American Advertising Federation member, 2011

Education

Brigham Young University
BA Communications
Minors: Visual Arts, English

University of Utah
Content Marketing and
Management Certificate

University of Alaska Anchorage
Associate of Art

Awards

Team Awards:

*Global ACE B2B Honorable Mention, 2018
Intel Divisional Recognition Award, 2015
Gold Addy Winner, 2012*

Personal Awards:

*Second Place Fine Arts Amateur, Utah State Fair, 2017
General Education Scholarship, BYU, 2008-2012
Chancellor's List, UAA, 2007*