

# MEGAN CULSHAW

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## MARKETING SKILLS

Marketing Strategy; Digital Marketing; Market Research & Analysis; Data Analysis & Visualization; Brand Management; Content Strategy; Advertising & Paid Media; Email Marketing & Automation; SEO; Demand Generation; Lead Nurturing; Project Management; Web Development; Graphic Design; Video Production; Social Media.

## TECHNICAL/SOFTWARE SKILLS

HubSpot CMS & CRM; Salesforce; Looker Studio; Microsoft 365 (PowerPoint, Excel, Word, Power BI); Adobe (Photoshop, InDesign, Premiere Pro, Illustrator); Hootsuite; Qualtrics; WordPress CMS; Wix CMS; Google/YouTube Ads; Meta Ads; LinkedIn Ads.

## CERTIFICATIONS

- HubSpot SEO Certification (2024)
- HubSpot Sales Software (2022)
- HubSpot Social Media Marketing Certification (2020)
- Google Ads Search Certification (2022)
- Marketing for Social Change (2022)
- Microsoft 365 Certified: Fundamentals (2022)

## WORK HISTORY: PROFESSIONAL

### USA Marketing Lead

SDG Group USA | Remote | September 2022 - Present

- Leveraged data-driven insights to develop and lead the integrated marketing strategy for SDG Group USA, ultimately increasing brand awareness, improving market position, and generating high-value leads
  - Lead Generation Performance, YoY 2023 - 2024: **216%** increase in qualified leads delivered to sales
- Partnered with cross-functional USA teams (sales, operations, engineering) to build scalable go-to-market campaigns for new and existing service lines, delivering content to attract, entice, and nurture new business
- Collaborated with global teams across five countries to develop creative assets and drive campaigns through paid media, email marketing & automation, technical content development, creative brand awareness initiatives, web and user experience design, and event marketing

### Marketing Specialist

Envision Technology Advisors | Pawtucket, RI | October 2018 - April 2021

- Developed and executed strategic objectives via digital, social media, video, email, print, and event marketing to support consistently positive revenue and new business growth
- Directed social media strategy, including platform management, content creation, and advertising, to produce a **1,090%** increase in Twitter follower count and a **729%** increase in LinkedIn share rate
- Scripted, filmed, directed, edited, produced, and advertised videos to expand knowledge sharing efforts from internal engineering and technical teams

### Research Assistant

Mental Accounting and Pricing Lab, University of Rhode Island | Kingston, RI | April 2018 - September 2018

- Managed and cleaned data from five surveys with a panel of 256 young adults over a six-month period to uncover insights about the link between financial education and confidence in financial knowledge
- Performed statistical analysis of gathered data, ultimately finding evidence that following financial education, financial confidence persists longer than objective financial knowledge and beneficial financial behavioral intentions

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## WORK HISTORY: FREELANCE & INTERNSHIPS

### Nonprofit Podcast Writer - Freelance

The Constellation Coalition | Cincinnati, OH | May 2022 - May 2023

- Transcribed key quotes and timestamps and wrote podcast summaries for the Constellation Coalition, a nonprofit dedicated to empowering women in developing countries to start businesses and secure dignified employment

### Marketing Intern

(add)ventures | Providence, RI | June 2017 - August 2017

- Wrote and proofed copy for digital, social, and print advertising initiatives to help clients achieve strategic marketing objectives
- Spearheaded the creation of a comprehensive internal marketing plan to reassess critical strengths, weaknesses, opportunities, and threats for the business

### Small Business Development Intern

Rhode Island Small Business Development Center | Kingston, RI | September 2016 - May 2017

- Created marketing proposals and advised clients on new business plans, ultimately propelling the launch of several new businesses in and around Rhode Island

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## EDUCATION

### Master of Business Administration

University of Cincinnati | Cincinnati, OH | May 2021 - April 2022 | GPA: 4.00

- Penn State Smeal MBA Sustainability Case Competition: 1st Place (Awarded \$10,000) (2021)
- Capstone Project: Employee Motivation & Brand Awareness at Sogeti
  - Analyzed internal company data and developed data visualizations to demonstrate quantitative insights
  - Conducted in-depth secondary literature review surrounding intrinsic and extrinsic employee motivation factors

### Master of Science in Marketing

University of Cincinnati | Cincinnati, OH | May 2021 - June 2022 | GPA: 4.00

- Capstone Project: Marketing and Brand Awareness to Launch Book Sales at The Big Picture Partners, LLC
  - Advised client on improving brand awareness via unique sales channels, online advertising, and web development
  - Scripted, edited, produced, and advertised videos to promote new book on website and relevant social media

### Bachelor of Science in Business Administration

University of Rhode Island | Kingston, RI | January 2015 - May 2018 | GPA: 3.98

Major: Marketing; Minor: Economics

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## AWARDS AND ACHIEVEMENTS

- Planned and executed the very first “Mental Health Awareness Day” at the University of Rhode Island (2018)
- Presidential Excellence Award: Marketing (2018)
- University Academic Excellence Award: Marketing (2018)
- Dean’s Excellence Award: Marketing (2018)
- Richard R. Weeks Outstanding Junior Award (2017)