

MEGAN MARGOLIN

✉ mmargolin44@gmail.com
📞 310.279.9591
🏠 meganmargolin.com
📍 Portland, Oregon

Experience

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

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

Education

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

Additional Achievements

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