

MEGAN M. WAGNER

 55 Benson Drive, Lancaster, NY 14086  716.713.0841  megan_m_wagner@yahoo.com  @MeganMWagner

Branding Statement

Creative and forward-thinking marketing communications professional with 11 years experience in the media, academic and retail environments. Successful track record in marketing communications strategy, research, brand management, public and media relations, digital media, social media and web content development. Eager to research and spearhead inventive marketing tactics. Seeking a senior-level marketing communications position that provides an opportunity for leadership with a growing and innovative organization.

Highlights of Most Recent Achievements

MW MarCom **2/2015 - present**
A full-service integrated marketing communications consulting firm

Owner

- » Advise and collaborate with clients on corporate strategic marketing campaigns and tactics
- » Conduct client work in the areas of communications strategy, public relations, digital and social media strategy and management, web development, content strategy and graphic design
- » Represent clients on behalf of media relations and vendor negotiations
- » Operate small business

St. Bonaventure University, St. Bonaventure, NY **8/2013 - present**
A Catholic university dedicated to educational excellence in the Franciscan tradition

Adjunct Professor - Integrated Marketing Communications (M.A.)

- » Teach "New Media: Digital Communication" and "The Practice of Public Relations"
- » Plan interactive lessons which include an engaging mix of lecture, class discussion and case studies
- » Utilize learning management systems and online conferencing tools to conduct courses nationwide
- » Instruct and mentor IMC students (in-class and online)

Career Progression

WNED | WBFO Buffalo-Toronto, Buffalo, NY **12/2010 - 6/2015**
Public media corporation serving the Western New York and Greater Toronto markets

Director of Corporate Communications

- » Oversaw WNED | WBFO's binational strategic marketing communications and brand management for one television and two radio stations (WNED-TV, WBFO-FM 88.7 and Classical 94.5 WNED), along with educational services, while maintaining brand integrity with PBS, NPR, the BBC and other outlets
- » Created strategic marketing plans surrounding station national, binational and local television and radio productions, fundraising initiatives and educational outreach projects, using a tailored mix of traditional, digital and social media
- » Conducted and analyzed marketing research using audience measurement software, viewer/listener intercept surveys, web analytics and social media analytics
- » Coordinated all organization media and public relations, along with serving as a designated station spokesperson, which generated over 21 million impressions and \$1.3 million in earned media (print and online) in 2014

(cont.)

- » Developed and executed WNET | WBFO's content marketing and web/social media strategy
- » Editor-in-chief of WNET | WBFO Magazine, a digital member publication reaching 30,000 members
- » Negotiated binational advertising contracts and oversee all station media buying using traditional, digital and social media advertising
- » Constructed and managed a \$700,000 annual budget
- » Managed creative development of marketing design collateral
- » Coached and mentored a team of seven
- » Member of President's Staff, comprised of key senior leaders serving as advisors to the CEO

Eastern Hills Mall, Williamsville, NY

07/2007 - 12/2010

Second-largest shopping center in an affluent Buffalo suburb

Marketing / Public Relations Manager

- » Implemented mall marketing communication strategy and brand management through print, radio, television and other mainstream marketing initiatives
- » Served as spokesperson and coordinated all media relations
- » Advised and assisted over 85 merchants with store marketing strategies and support
- » Managed all content and design for mall website and social media
- » Coordinated all marketing communications activities surrounding all in-mall entertainment events
- » Managed 15 full-time, part-time and seasonal employees



Education

St. Bonaventure University, St. Bonaventure, NY

Master of Arts, December 2011

Degree: Integrated Marketing Communications

GPA: 4.0

Indiana State University, Terre Haute, IN

Bachelor of Science, May 2004

Degrees: Marketing, Business Administration

Minors: Management Information Systems, Quality and Decision Systems



Computer Skills

- » Media Audit research software
- » BurrellesLuce media monitoring software
- » Google Analytics
- » Google AdWords and Keyword Planner
- » Social media analytics tools
- » Adobe Creative Cloud software: Photoshop, Illustrator, InDesign, Lightroom
- » Microsoft Office Suite
- » Proficient on Mac and PC platforms



Awards and Recognition

- » Recipient, 2011 Silver MarCom Award for excellence in the IMC program
- » 2009 Clarence Chamber of Commerce Business of the Year - Eastern Hills Mall
- » Finalist (team) for the 2014 Buffalo Emerging Technology Awards (BETA's) - Best Website
- » Nominee (team), 2013 and 2014 WNET | WBFO Mary Ann Lauricella Award for Creativity
- » Nominee, 2012 WNET | WBFO Kevin Sullivan Award for Team Spirit



Professional Affiliations

InfoTech WNY (2013 - present), Current Board Member

Advertising Club of Buffalo (2008 - present), Board Member (2011 - 2013)

Lancaster Area Chamber of Commerce (2015 - present)