

## Megan Lynn Conley

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### QUALIFICATIONS

Passionate and forward-thinking strategist with over 6 years of professional experience developing and implementing Influencer Marketing partnerships. Has team leadership experience and expert negotiation skills. Possesses strong relationships with clients, media, and Influencers alike. Personally motivated by solving client business challenges. Consistently ranked as a top performer in both large agency and startup settings.

### PROFESSIONAL EXPERIENCE

#### **Horizon Media, New York, NY**

**10/16- Present**

##### ***Social Influence Manager***

- Developed relationships with new and existing partners on behalf of variety of Horizon brands through strategic pitch development and implementation
- Identified on-target partners for each brand and campaign, as well as measured and reported successes and key learnings to larger team

#### **The Wellness Project, New York, NY**

**8/16 – Present**

***Director of New Business Development*** responsible for prospecting and selling new clients for The Wellness Project, a corporate wellness program run by two accomplished NYC-based nutritionists.

- Created Sales process and developed all outreach collateral
- Redefined departmental operational procedures increasing efficiency and and lead time

#### **MEALPAL [FKA MEALPASS], New York, NY**

**1/16 – 7/16**

##### ***Partnerships / Outside Sales Executive***

- Personally responsible for closing 65+ unique restaurants during MealPass' NYC launch from February, 2016 through July, 2016.
- Closed business at above-quota level, bringing on the highest number of partners out of all the Sales team for our Flatiron launch. Within 2 months salary was increased by 10% as financial reward for being top Salesperson.
- Responsible for onboarding restaurants and coming up with proactive solutions for Accounts team.
- During time with the company our meal reservations went from 0 to 200,000.

#### **YARD, New York, NY**

**11/ 15 – 12/15**

***Freelance Digital Strategist / New Business Development*** participated in sale of YARD's pitch to Nationally recognized athletic line, utilizing different creative approaches and various Influencers who hit key brand demographics to unveil new brand mantra

#### **GRAPESTORY/VAYNERMEDIA, New York, NY**

**7/14 – 11/15**

***Senior Campaign Manager / New Business Development*** worked for sister-agency of VaynerMedia, a company that consistently ranks as a top Agency on Advertising Age's Agency A-list. Responsible for delivering successful social campaigns from prospecting through point of sale and campaign execution. Notable clients: Coach, Diageo, Nordstrom, T-Mobile, NBCUniversal, GE, Warner Brothers, Best Buy, Starbucks, Coca-Cola, and Mondelez.

- Successfully addressed RFP's with rapid turnarounds direct from clients, media agencies, and social agencies. Tailored presentation of each sale to meet the unique needs of each and every request.
- Actively collaborated with larger VaynerMedia team to identify opportunities and merge our partners with their clients to obtain new business.
- Managed team of three and led digital campaigns throughout several stages including initial new business sale, creative strategy and concept development, Influencer recruitment and campaign on-boarding, campaign management, and reporting.

**360i, New York, NY**

**2/11 – 7/14**

**Senior Strategist / New Business Development** worked for 360i, a digital agency that has 10+ Cannes Lions, consistently ranked on Advertising Age's A-List, and has been OMMA's agency of the year. Professionally grew from Associate level to Senior level within three years at firm. Notable clients: jcpenny, NBCUniversal, SUBWAY Restaurants, Coca-Cola

- Personal Agency Advancement Achievements: 360i SXSW Ambassador, 360i HR Social Committee Representative, Work of the Month clients highlighted; July, April, & January of 2013 (Scotts Miracle Gro & Oxygen Network). January 2014 (Olympics, NBC Universal) & March '14 (Olympics, NBCUniversal)
- Responsibilities included actively selling on new business, supervising Associate team-members, Influencer research identification and on-boarding, and long-term brand strategy.

**J.P. BARRY HOSPITALITY, Red Bank, NJ**

**6/10 – 1/11**

**Social Media Sales Manager / Marketing & Corporate Sales Department**

- Launched and maintained the hotel's social properties and digital presence
- Designed and distributed e-blasts to inform existing and potential guests of hotel discounts and weekly events. Worked with local businesses to broaden the visibility of each hotel and inspire check-ins
- Worked in corporate sales for both properties, tying "Facebook Specials" back to corporate sales

**COUNT BASIE THEATRE, Red Bank, NJ**

**5/09 – 8/09**

**Marketing and Public Relations Intern**

- Posted listings for events on local websites to drive show attendance
- Developed several event press releases and informed content in social to increase show visibility

**FIRST MARINER ARENA (Royal Farms Arena), Baltimore, MD**

**1/09 – 8/09**

**Marketing and Public Relations Chief Intern**

- Broadened visibility for event venue by launching the arena's first Facebook and Twitter accounts and developing content calendars
- Supported operations staff on event days, developed several press releases, and addressed patron complaint letters with proactive solutions

**OTHER**

Social Media Week Contributor | SXSW Ambassador, 360i | 360i Blog contributor | NY Cares Volunteer

**EDUCATION**

LOYOLA COLLEGE, Baltimore, MD | BA in Communications & Journalism | September 2006 – May 2010 | 3.7 GPA in Major