

Meaghan Ziemba

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EXPERIENCE**MakingChips**

Rockford, Illinois

Project Manager | Event Coordinator | Community Manager | PR Aug. 2018 – Mar. 2020

- Improved team workflow and productivity with SCRUM and KANBAN practices
- Raised brand awareness through the planning, coordination, and execution of various events
- Defined scope and schedules to ensure on-time delivery of value for each client
- Promoted an Agile marketing culture to raise transparency, productivity, accountability, and innovation
- Spearheaded SCRUM ceremonies to align agency goals with client needs
- Streamlined and facilitated communication with internal and external customers
- Leveraged organizational resources to remove roadblocks and improve capacity for project work
- Supported Product Owner in managing customer expectations for project deliverables
- Championed ongoing process improvement initiatives to implement best practices for Agile project management
- Empowered the team to be fully engaged and make meaningful contributions to each project
- Encouraged a sustainable pace with high levels of quality from each team member

Advanced Machine & Engineering

Rockford, Illinois

Content Marketing Manager

Jan. 2018 – Mar. 2020

- Created high-impact marketing materials to drive traffic, lead generation, and brand awareness
- Developed and maintained editorial and social calendars to amplify content activities
- Orchestrated digital content across all social media channels
- Measured marketing activity performance to inform future marketing campaigns
- Implemented SEO best practices to advance content reach to targeted audiences
- Interviewed subject matter experts to ensure credibility of all content
- Collaborated across functions and silos to deliver a cost-effective marketing strategy that met business objectives
- Developed editorial governance to ensure consistent brand voice, style, and tone
- Collaborated with design team to produce high-quality, visually engaging content
- Managed, coordinated, and executed all events including client trade shows, workshops, and community appearances
- Established and maintained public relationships to raise brand awareness and build industry leadership

PBC Linear | 3DPlatform

Roscoe, Illinois

Communications and Marketing Manager

Sep. 2016 – Jun 2017

- Created high-impact content to drive site traffic, lead generation, and brand awareness
- Developed and maintained editorial calendar for content development and marketing goals
- Developed and managed social media strategy and action to amplify content activities
- Established and maintained media relationships with industry leaders and influencers

Beloit College

Beloit, Wisconsin

Communications and Marketing Manager

Apr. 2015 – Sep. 2016

- Wrote and edited print and web materials for admissions
- Offered creative direction for support materials of the college's recruitment and retention efforts
- Assisted with the creation, implementation, and championing of a Strategic Enrollment Plan
- Collaborated with a team of marcom and enrollment professionals on a variety of projects

- Guided the publication design process
- Supervised and directed photo shoots for admission projects
- Served as occasional feature writer for *Beloit College Magazine* and other publications
- Attended regularly occurring enrollment and communications and marketing team meetings

Wireless Design and Development

*Madison, Wisconsin
Dec. 2012 – Apr. 2015*

Editor

- Set editorial strategy for print magazine, daily newsletters, and video series
- Wrote print features and exclusive blogs highlighting engineering news
- Hosted three video series focusing on innovative wireless products
- Organized issue plans for daily newsletters and bimonthly print issues
- Collaborated with graphic design to produce issues using Adobe InDesign CS6
- Managed brand's social media presence
- Attended various trade shows to promote brand and build new relationships
- Developed and maintained relationships with advertisers and contributors
- Established and maintained a credible presence among the wireless industry
- Interviewed an assortment of professionals in the wireless industry
- Evaluated candidates, selected, and managed an intern
- Selected members for editorial advisory board

Product Design and Development

*Madison, Wisconsin
Dec. 2008 – Dec. 2012*

Associate Editor

- Interviewed various professionals and engineers in the design industry
- Co-hosted engineering newscast that summarized exclusive news in the design industry
- Developed and maintained online presence via Facebook and Twitter
- Organized and deployed daily newsletter
- Assisted editor in organizing and developing print issues
- Attended various trade shows to promote brand and build new relationships
- Established and maintained a valuable presence among the design engineering industry

EDUCATION

Master of Arts in English
Emphasis: Professional and Technical Writing
University of Wisconsin-Milwaukee

Bachelor of Arts in English
Emphasis: Professional and Technical Writing
University of Wisconsin-Milwaukee

CERTIFICATIONS

ICAgile Certified Professional – ICP MKG
Issued Nov. 2019
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Email Marketing Certified
Issued Dec. 2018 | Expires Jan. 2021
HubSpot Academy

Mastering Digital Project Management
Issued Jul. 2019
The Digital Project Manager

Social Media Certified
Issued Nov. 2018 | Expires Dec. 2020
HubSpot Academy

Growth-Driven Design Agency Certified
Issued Jan. 2019 | Expires Feb. 2021
HubSpot Academy