

# Meghan Markle

Mission-oriented, Marketing and Communications leader, with over 15 years of experience in the organic trade and a demonstrated track record of developing and executing integrated marketing and communications plans from end-to-end. Work well both leading and within a team, with dedication to a collaborative approach, yet able to make tough calls independently when needed. Talent for hiring, training and mentoring highly engaged team members, seeking always to offer opportunities for others to rise in their talents and skills. Meticulous project manager, balancing multiple deadlines, while maintaining an organized, yet creative, approach. Diplomatic and tactful in interpersonal communication and decision-making. Flexible and versatile - able to maintain a sense of humor under pressure - poised and professional, with an ability to transcend personal differences in order to reach a common goal.

## Work Experience

**Communications and Marketing Director** 05/2016 – 12/2017  
Organically Grown Company

Responsible for development and execution of integrated marketing communications plans and related budgets; hired, trained and managed marketing and support teams; supported sales and account management, providing tools for successful sales growth; managed corporate and packaged brands, with experiential understanding of both B2B and B2C marketing; led creative design and copy-writing for digital and print assets, as well as internal and external communications, including website, social media, PR, trade and community engagement. OGC's marketing team led program development, marketing and fund-raising efforts for biennial Organicology conference from inception in 2008, and the inaugural conference in 2009, with just over 400 attendees, to the 2017 conference, growing to nearly 1000 participants.

**Marketing Manager** 01/2012 – 05/2016  
Organically Grown Company

Led efforts to develop a fully integrated, marketing communications plan and team, growing team from two to five members. Responsible for successful corporate re-brand and update of all branded assets, including website, truck banners, advertising and customer support materials; led re-brand and launch of trademarked certified organic, NW-grown, LADYBUG Brand Produce after adopting Salmon-Safe certification for the brand and for development of ORGANICALLY GROWN packaged produce line, with a focus on specifications for target chain retailers, research and development of packaging and label design.

**Project and Event Coordinator** 12/2002 – 01/2012  
Organically Grown Company

Responsible for development of digital and print assets, including point of sale materials, social media plans and posts, weekly newsletters, graphics projects and advertising; coordinated event engagement, conferences and trade show presence, as a member of a small marketing team of two.

## Education

**B.A. American Studies-Social Responsibility** 09/1993 – 05/1997  
St. Cloud State University, St. Cloud, MN, USA

Graduated Summa Cum Laude  
Led Student Coalition Against Racism for two years; was one of three organizers to develop and host the first Human Rights Conference on campus in 1995, and the first American Indian Pow Wow in 1996.

## Strengths

strategic      creative      mentoring  
analytical      articulate speaker      idealism

## Volunteering

**Chair** 09/2011 – present  
Oregon Organic Coalition

Organic Trade Support 501(c)6 organization. Served as board member and marketing lead since 2011; voted chair in 2014 and currently serving in that role. Lead marketing, membership and fundraising campaigns, as well as social and digital media, policy engagement, and organization of annual Organically Grown in Oregon Week, including management of Oregon Organic Awards for Excellence luncheon.

**Board member** 10/2012 – 12/2016  
Provender Alliance Board of Directors

Organic and natural products trade support group. Served as treasurer, marketing committee chair, and board member.

## Hobbies



Exploring distant lands



Getting lost in a good book



Feeling the music