

MEGAN M. BLACK

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Annenberg School for Communication and Journalism, B.A. Communication, Minor in Communication Technology Practices & Platforms
Marshall School of Business, Minor in Business

2014-2018
Los Angeles, CA

SUMMARY

Dynamic, strategic, creative leader. Passion for mission-driven brand innovators, marketing, and emerging technology. Experience includes business strategy and transformation, marketing consulting, branding, digital marketing, content and web development, project management. Detail oriented, analytical, and focused on achieving results.

RELEVANT EXPERIENCE

MIRA LABS – mirareality.com

Digital Marketing Manager

Sequoia Capital-backed mobile-first augmented reality company that aims to enhance the way people interact with technology and with each other by building the most accessible headset that provides true augmented reality to the home, office, and classroom.

- Manage and drive engagement through social channels and email marketing campaigns by creating captivating and brand-relevant content.
- Work closely with brand and agency partners to organize and implement innovative marketing and PR strategies.
- Develop and optimize customer acquisition strategy using Google Analytics and analyzing consumer data and behavior.
- Design and create comprehensive pitch decks and other collateral for meetings with potential clients, investors, partners, and other key stakeholders.

Aug 2017 - Present
Los Angeles, CA

IBM - ibm.com

Performance & Programmatic Marketing Intern

As part of IBM's Digital Business Group, Performance & Programmatic Marketing is leading the transformation to build cognitive businesses; it's where analytics, an agile mindset and design thinking are applied to create the next generation of tools and platforms for IBM marketers.

- Worked alongside the Digital Marketing team on an internal consulting engagement that focused on improving IBM's globalization and localization processes.
- Developed a regression model to locate variables that explain engaged visits with IBM content in a specific language, identifying IBM's key markets.
- Interviewed language experts from each country to understand translation needs and the factors that influence each of IBM's major markets.
- Synthesized language expert interviews with regression analysis. Presented to IBM marketing executives recommending to translating in 3 markets and stop in 20.

May - Aug 2017
New York, NY

R/GA - rga.com

Business Transformation Analyst

R/GA is the agency for the connected age, and has been ranked #1 in Ad Age with clients including Google, Nike, Samsung, Beats, HBO, and Verizon. Recruited to join Business Transformation, the consulting arm of R/GA that helps leading brands commercialize digital products and services. Reported directly to the SVP.

- Campbell's Soup Transformation - Created an extensive market analysis, consumer segmentation, competitor audit and analysis, and gap analysis that were key deliverables included in the overall transformation recommendations to Campbell's.
- Co-developed R/GA's artificial intelligence strategy - Conducted research, synthesized data, and presented final recommendations to top tech executives.
- Samsung Live Music Experience - Part of team that developed a plan to transform live music leveraging Samsung technology. Presented to Samsung executives.

June - Aug 2016
New York, NY

ASSOC OF INNOVATIVE MARKETING CONSULTING, Marshall School of Business, USC – uscaimc.org

President

AIM Consulting is USC's student-run marketing consulting firm that provides innovative marketing solutions in brand, digital strategy and millennial marketing.

- Executed 16 client engagements, incl. business development, execution, & final client recommendations for clients including Tastemade and URB-E, and Zwiift.
- Recruited a team of 25 consultants each semester, sourced from the Marshall School of Business.
- Developed the 2017-18 plan – client acquisition strategy, consultant training and development, resource allocation, and implementation of KPIs for all projects.

Jan 2015 – Present
Los Angeles, CA

THRIVE MARKET - thrivemarket.com

Business Development Intern

Thrive Market is an online shopping club where members can have best-selling healthy food products delivered. It has raised \$160M in venture funding

- Managed inbound affiliate application system and inquiries to approve pending affiliates and selectively identify high impact leads to BD team and sales.
- Researched new potential affiliate/sponsorship partnership opportunities targeting by audience demographic and potential size of exposure.

Sept – Dec 2016
Los Angeles, CA

HBO x USC ANNENBERG AUDIENCE ENGAGEMENT RESEARCH

Researcher

Part of a 7-person USC undergraduate and doctorate student research team challenged with helping HBO gain a deeper understanding of HBO fan engagement.

- Researched industry trends and best practices, millennial and Gen Z's changing media consumption patterns, and identified HBO strengths and opportunities.
- Presented recommendations to top HBO executives in a Think & Do workshop

Feb – May 2016
Los Angeles, CA

COVETEUR - coveteur.com

Digital Marketing Intern

Recruited by the Editor-in-Chief of Coveteur, a leading fashion and lifestyle media company targeting millennials.

- Evaluated new content and advertising partnerships that leverage Coveteur branded content across digital platforms driving revenue and traffic.

May – July 2015
New York, NY

COMMUNITY INVOLVEMENT

WE.ORG – Community Service – Built three schools in rural India and Kenya to improve youth education opportunities.

2012, 2016

GENERAL

Computer: Proficient in Microsoft Office, Adobe Creative Cloud, SPSS, Google Analytics; Intermediate in HTML/CSS and Javascript, PC and Mac platforms

Languages: Fluent English, Conversational French
Interests: Sailing, Photography, Long Distance Running, Video Editing
