



MEGAN SALAH

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SKILLS

Strategy

Brand Positioning

Creative Briefing

Content Strategy

Digital Strategy

Social Strategy

Communications Planning

Media Planning

Research

Consumer Insights

Qualitative + Quantitative

Primary + Secondary

Competitive Analysis

Brand + Cultural Analysis

Trend Watching

Persona Development

Customer Journey Mapping

Technical

MRI + Simmons + GWI

Facebook Business Manager

Keynote + G-Suite

Adobe InDesign

EDUCATION

Miami Ad School | Astoria, NY

Strategy Boot Camp | 2017

FSU | Tallahassee, FL

B.S. in Comms & IT | 2012

Brand strategist with a background in content and communications. Passionate about bridging the gap between real human needs and a brand's bottom line.

Clients | American Express, iRobot Roomba, Qapital, Ruby Tuesday, Florida Lottery, Daytona International Speedway, The Association of Boarding Schools, Florida Prepaid College Savings, Stillwater, WellCare

EXPERIENCE

Senior Brand Strategist

Forsman & Bodenfors (formerly KBS) | New York, NY | 2019 - Present

**Doubled projected Roomba sales when iRobot anticipated a 30% pandemic drop
Creating experiences to drive brand loyalty in a price-driven category**

Cultural Backdrop – In lockdown, we've seen people go above and beyond to make missed celebrations even more special, from decked out living room proms to carside silly string birthday parades. With the pandemic continuing to keep loved ones apart, the winter holidays will be no different.

Insight – The messiest moments are often the most special. Handcrafted works of gratitude are the oldest and most genuine way of spreading love, especially during tough times.

Strategy – Get crafty - MAKE this holiday extra special, and we'll take care of the mess.

Reaching underserved audiences to help them become masters of their money

Cultural Backdrop – Money has more power over us than we do over it. Human nature tempts us to spend at every corner with BOGO and FOMO and shopping carts that stalk us like an ex.

Insight – We have a fear of facing our money - Qapital puts us back in control.

The Qapital app uses behavioral economics for us, not against us. It helps us visualize our goals to keep them top of mind when temptation hits, automates saving when we least feel it "leave" our wallet, and helps us evaluate what we want now vs in the future for an overall better relationship with our money.

Strategy – Put Money in Its Place. Empowering people to speak out about money and literally put it where you want it (saving, spending, or investing) with tools like Payday Divvy for total money mindfulness.

Brand Strategist

St. John & Partners Advertising & PR | Jacksonville, FL | 2017 - 2019

Grew WellCare's DTC national health insurance business by differentiating them in a sea of same where they are outbranded and outspend

The Insight - People work hard to retire with the healthcare they've paid for in advance. But what good is that coverage if you can't or don't know how to use it to its full potential?

The Why – Helping individuals take full advantage of life and their insurance

The How – Community members get to know the whole person and all the social, emotional and physical barriers they face, referring to services like local activity groups for the depressed, transportation to appointments or drug addiction recovery

The What – Medicare insurance that goes beyond the typical healthcare – it's WellCare

Contributed to 15% year-over-year growth for Florida Prepaid College Savings

Used behavioral economics to encourage saving behaviors. Focused on empowerment instead of guilt. Shortened Open Enrollment to capitalize on a sense of urgency.

Media Strategist

St. John & Partners Advertising & PR | Jacksonville, FL | 2012 - 2017

**Supported the Florida Lottery for 5 consecutive years of record-breaking sales
Led content campaigns with the highest engagement the brand had ever seen**

Business Problem – Media ran throughout the year at low levels with different product messages in market at the same time cannibalizing share of voice and confusing customers.

Solution – Tied messaging to seasonality of consumer mindset. Focused on one ticket at a time. Ran short bursts of media to align with purchase behavior and interest.

Improved ROI through managing \$24M annual media budgets and reaching the audience with the right message in the right place at the right time across channels.

Supervised, trained, mentored and coached Assistant Planners on communications practices.