



AGILE MARKETER, RELATIONSHIP
WHISPERER, STARTUP ENTHUSIAST

PROFILE

A dynamic marketing leader with 10+ years of experience in the psychology of what drives clients to buy. I empower organizations to exceed revenue goals by aligning vision with strategic planning and tactical implementation.



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[@anchor_element](https://twitter.com/anchor_element)

MEGHAN SAYLOR

EXPERIENCE

Principal Consultant | Denver, CO

Anchor Element | 2015-present

- ▶ Attract funding, increase revenue, drive brand awareness and strengthen organizational culture for clients by developing and implementing vision-aligned marketing strategies.
- ▶ Connect and engage clients with the latest technology, digital platforms and tools to improve efficiency, quality and communication.
- ▶ Test, analyze, report and improve marketing campaigns to achieve KPI goals on time and under budget.
- ▶ Build strategic brand partnerships via community outreach and media relationships to expand reach and visibility to target markets/funding sources.
- ▶ Coach leadership teams on talent acquisition, professional development and mentorship initiatives.

Sales & Marketing Fellow | Boulder, CO

Quick Left | 2015

- ▶ Increased qualified leads 25% in 3 months by partnering with VP of MarComm to develop strategic marketing plan and execute effective digital campaigns.
- ▶ Improved ROI 15% YOY via measurement, analysis, reporting and response to KPI's.
- ▶ Reduced operating costs by \$10K in 3 months by implementing latest marketing tools including automation software, analytics, communication, project management and social media management platforms.
- ▶ Increased traffic, engagement and sales conversions an average of 12% YOY via content creation and SEO for blog posts, internal marketing-sales communications, outbound email campaigns and prospect-facing newsletter.
- ▶ Grew engagement 15% in 3 months across website, social and partner platforms via improved online user experience and collaboration with 15+ web developers/designers.
- ▶ Attracted new clients, built community partnerships, recruited quality hires and promoted the brand at industry events in Denver/Boulder startup and tech communities.

Director of Events | Denver, CO

The Denver Post | 2015

- ▶ Managed all sales, marketing and logistic aspects of events division (\$1.3M budget) for Pulitzer Prize-winning publication.

Regional Sales & Marketing Trainer | Baltimore, MD

Continental Realty Corp. | 2013-2014

- ▶ Trained 100+ team members on marketing, sales, operations, vendor relations, and leadership techniques.



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MEMBERSHIP

- COLORADO AMA, VP OF MENTORSHIP
- SHE SAYS DENVER/BOULDER
- WOMEN WHO STARTUP
- BOLD BETTIES, AMBASSADOR
- ELLEVATE NETWORK
- GLASSBREAKERS
- WOMEN OF DENVER

MEGHAN SAYLOR

Sales Associate | Denver, CO

Erickson Living | 2007-2013

- ▶ Increased site revenue 5% via sales (Avg \$1.2M/monthly), marketing, training, community outreach and financial management for portfolio of 3,000+ units.

Regional Leasing Strategist | Baltimore, MD

Continental Realty Corp. | 2001-2006

- ▶ Grew gross revenue an average of 6% annually by streamlining sales, marketing and operations across 5,000 unit portfolio

EDUCATION

Towson University

BS | Psychology with Honors, Cum Laude

Máximo Nivel

TEFL/TESOL Certification

CERTIFICATIONS

- ▶ HubSpot Inbound Certified
- ▶ HubSpot Certified
- ▶ Google Analytics Certification – In Progress

TECHNICAL SKILLS

- ▶ Marketing Automation
- ▶ HubSpot
- ▶ Salesforce
- ▶ Inbound Marketing
- ▶ Email Marketing
- ▶ Google Analytics
- ▶ Campaign/Channel Management
- ▶ SEO
- ▶ Google AdWords & Trends
- ▶ Social Media
- ▶ HootSuite
- ▶ WordPress
- ▶ Dropbox
- ▶ Brandfolder
- ▶ Trello
- ▶ Asana
- ▶ Slack
- ▶ MS Office/MS 365

ADDITIONAL SKILLS

- ▶ Leadership
- ▶ Team Building
- ▶ Training/Prof. Development
- ▶ Strategic Planning
- ▶ Lead Generation
- ▶ Project Management
- ▶ Content Creation
- ▶ Event Planning
- ▶ Networking
- ▶ Cross-Functional Collaboration
- ▶ Vendor/Contractor Management
- ▶ Partner Relations
- ▶ Innovation
- ▶ Creativity
- ▶ Motivation
- ▶ Public Speaking

HOBBIES / INTERESTS

- ▶ Mentoring
- ▶ Volunteering
- ▶ Backpacking
- ▶ World Travel
- ▶ Photography
- ▶ Performing Arts
- ▶ Philanthropy



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