

MEGAN CULSHAW

401-829-1255 • MEGANMCULSHAW@GMAIL.COM • WWW.MEGANCULSHAW.COM • BARRINGTON, RI

PROFESSIONAL EXPERIENCE

USA Marketing Lead

SDG Group USA | Remote | September 2022 - Present

- Developed and executed integrated partner marketing strategies in collaboration with sales, product, and consulting teams, contributing to a **216%** YoY increase in qualified leads and strong pipeline acceleration
- Launched joint go-to-market campaigns with tech partners across cloud and data platforms, aligning messaging, tactics, and KPIs to drive mutual demand and customer adoption
- Built scalable ABM and full-funnel demand generation programs (paid media, content syndication, webinars, events) to support regional sales objectives
- Managed local and international marketing budgets and performance reporting, ensuring ROI tracking and clear communication of results to internal and partner stakeholders

Marketing Specialist

Envision Technology Advisors | Pawtucket, RI | October 2018 - April 2021

- Collaborated cross-functionally with sales, partners, and leadership to design and deploy integrated marketing campaigns across digital, video, email, and in-person events
- Grew brand presence and nurtured high value leads with a multi-channel social strategy, resulting in a **1,090%** increase in Twitter followers and **729%** increase in LinkedIn share rate
- Created enablement-focused content and partner materials to support joint campaigns and scale knowledge sharing both within and outside the organization

EDUCATION

Master of Business Administration

University of Cincinnati | Cincinnati, OH | May 2021 - April 2022 | GPA: 4.00

- Penn State Smeal MBA Sustainability Case Competition: 1st Place (Awarded \$10,000) (2021)
- Capstone Project: Employee Motivation & Brand Awareness at Sogeti
 - Analyzed internal company data and developed data visualizations to demonstrate quantitative insights
 - Conducted in-depth secondary literature review surrounding intrinsic and extrinsic employee motivation factors

Master of Science in Marketing

University of Cincinnati | Cincinnati, OH | May 2021 - June 2022 | GPA: 4.00

- Capstone Project: Marketing and Brand Awareness to Launch Book Sales at The Big Picture Partners, LLC
 - Advised client on improving brand awareness via unique sales channels, digital advertising, and web development
 - Scripted, edited, produced, and advertised videos to promote new book on website and relevant social media

Bachelor of Science in Business Administration

University of Rhode Island | Kingston, RI | January 2015 - May 2018 | GPA: 3.98

Major: Marketing; Minor: Economics

MARKETING SKILLS & EXPERTISE

Strategic Leadership

- Integrated Marketing Strategy
- Go-to-Market (GTM) Planning & Execution
- Brand Positioning & Messaging Architecture
- Budget Management & Performance Reporting
- Multi-Touch Program Execution

Digital Marketing & Content Strategy

- Full-Funnel Digital Campaign Execution
- Content Marketing & Editorial Planning
- Thought Leadership & Technical Content Development
- Email Marketing & Automation
- SEO/SEM Strategy & Execution

Creative & Media Production

- Graphic Design
- Video Scripting, Production & Editing
- Sound Editing & Design
- Web Design & CMS Management
- Social Media Strategy & Community Engagement

Demand Generation

- Partner Marketing
- Field Marketing
- Account-Based Marketing (ABM)
- Event Marketing (In-Person, Virtual, Hybrid)
- Lead Generation & Nurturing Strategies

Data & Market Intelligence

- Market Research & Competitive Analysis
- Customer Journey Mapping
- Data Visualization & Marketing Analytics
- Campaign Performance Tracking
- ROI Analysis

Team & Project Management

- People Management & Mentorship
- Stakeholder Alignment & Collaboration
- Agile Marketing & Project Lifecycle Management
- Cross-Channel Campaign Coordination
- Agency, Vendor & Partner Management

TECHNICAL/SOFTWARE SKILLS

CRM & Marketing Automation

HubSpot, Salesforce, Hootsuite, Mailchimp, ActiveCampaign

Analytics & Data Visualization

Google Looker Studio, Microsoft Power BI, Microsoft Excel

Design & Creative Tools

Adobe Creative Suite, Final Cut Pro, CyberLink PowerDirector

Web & CMS Development

WordPress, Wix, HubSpot; Basic HTML & CSS

Advertising Platforms

Google Ads, YouTube Ads, Meta Ads, LinkedIn Ads

Productivity & Project Management Tools

Microsoft 365, Google Workspace, Jira, Trello, Asana

CERTIFICATIONS

- HubSpot SEO Certification (2024)
- HubSpot Sales Software (2022)
- HubSpot Social Media Marketing Certification (2020)
- Google Ads Search Certification (2022)
- Marketing for Social Change (2022)
- Microsoft 365 Certified: Fundamentals (2022)

VOLUNTEER WORK & PASSION PROJECTS

- Planned and executed the very first “Mental Health Awareness Day” at the University of Rhode Island
- Collaborated on a podcast with The Constellation Coalition, a nonprofit dedicated to empowering women in developing countries to start businesses and secure dignified employment