

# MEGHAN SEKONE- FRASER

STRATEGIC BRAND  
& MARKETING  
PROFESSIONAL

## CAREER FOCUS

As a brand and marketing expert, I strive to lead the creation & deployment of multimedia strategies and content that enrolls the customer in a brand's story, furthering awareness, and engagement, while driving revenue and customer loyalty. I believe that by focusing on the unique opportunities presented by each market & customer, any brand can build and lead a community of evangelical customers.

## CONTACT INFORMATION

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West Palm Beach, Florida

## EDUCATION

### University of Auckland

Masters of International Business  
June 2012 to March 2014  
Graduated with First Honors

### Southern Methodist University

Bachelor of Science in Anthropology  
August 2003 to December 2007  
Graduated with Honors

## EMPLOYMENT HISTORY

### Director of Brand & Content (Contract) Veyl Ventures (June 2020 - Nov 2020)

- Oversaw the transition/rebranding of United Naturals to Nature M.D.
- Oversaw the acquisition of the Dr. Kellyann brand and lead the establishment of improved content creation and strategies.
- Developed brand foundation and guidelines for both Nature M.D. and Dr. Jeff's Pets.
- Lead the development of cross platform content creation processes and delivery strategies.
- Lead the development of social media and community management strategies.

### Senior Brand & Communications Consultant O&P Media (February 2019 - Present)

- Developing and executing community management strategies for multiple brands, including Toyota's Team Toyota.
- Assisting in the development of product and brand campaigns, including Team Toyota's 2020 Olympic campaign.
- Brand development for multiple start-ups within the cannabis space.
- Developing social media strategies and management that support the growth and development of brands both new and established.

### Director of Social Media Onnit Labs (June 2017 - March 2019)

- Implemented organic social media strategies that increased revenue from organic social from \$20,000 to over \$2,000,000 a month.
- Assisted in the development of processes that increased the brand's ability to coordinate all marketing efforts across all platforms.
- Developed brand's strategies for reactive responses, social collaborations, giveaways, and social media crisis management.
- Assisted in the development of new product launches' and content campaigns' conceptualization, direction, strategies and execution.

### Director of Marketing Society Nine Inc. (March 2015 - May 2017)

- Developed multichannel strategies that led to 40+% growth in direct to consumer sales during the first year of operation.
- Developed the positioning and direction of the brand's communications, market development, events marketing, SEO, SEM, multimedia campaigns, and CRM processes.
- Developed, directed and executed multiple brand and product campaigns, such as Society Nine's 2017, The Fight Within Campaign.
- On-boarded and managed 70+ professional athletes, coaches, and influencers, to create a Brand Ambassador Program that led to increased sales in key markets.

### Marketing & Sales Director ClubCorp - Rivers Club (March 2014 - September 2015)

- Championed a market-specific approach to marketing and sales that lead to a record year of member growth and corporate memberships.
- Assisted in the development and management of new membership products that lead to increased revenues across all channels.
- Lead the development and execution of go-to-market strategies for new membership products.