

# Megan Reeg

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Highly versatile, analytical and creative marketing professional with 15 years of experience growing brands and client relationships. Core competencies include developing creative concepts, copywriting, marketing strategy and project management.

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## **Experience: Marketing Copywriter & Strategist**

May 2014 – Present

### **Owner, Say It Well Studio, LLC**

St. Louis, Missouri

Clients: Whitebridge Pet Brands (Tiki Pets, Cloudstar & Dogswell), Enterprise (Car Sales), Maritz (Motivation Solutions - Honda), Colibri Group (McKissock & Elite brands), CheckMark Communications (Petfinder & various Purina brands), Save-A-Lot Food Stores, Wise F & I, Moosylvania Marketing (Zimride, Balance Bar, Grey Goose, Martini & Rossi), Mio (Love Noir Wine)

- Write the monthly marketing emails and blog posts for Tiki Pets brand pet food.
- Developed the brand voice and all marketing copy for Tiki Pets, including the website and packaging copy for the entire product line.
- Wrote packaging copy for all Dogswell and Cloud Star Wag More Bark Less dog treats.
- Optimized and edited the Enterprise Car Sales website to improve search-ability and readability.
- Wrote the Honda dealership communications for their 2018 Parts & Service recognition program, achieving the objective to make messages clear, direct, and engaging.
- Wrote a Petfinder email series targeted at new pet owners that improved adoption retention.
- Boosted traffic and organic search rankings for Purina ONE, Beneful, and Pro Plan brand websites by writing 50+ keyword-specific articles.
- Created the concept and all copy for McKissock Real Estate Education's 2016 license renewal campaign, including emails, direct mail, and Facebook ads.
- Developed concepts for an agency's pitch to Love Noir wine, which won the business.
- Wrote website content for Zimride, a ride-sharing platform from Enterprise.
- Drove online engagement for Balance Bar through blog contribution and quiz creation.
- Wrote copy for Grey Goose Vodka co-packs, point-of-sale, and event signage, including the brand's Kentucky Derby partnership and summer 2015 print advertising campaign.
- Composed point-of-sale pieces for Martini & Rossi's 2016 Valentine's Day promotion.
- Named and developed in-store signage for Save-A-Lot's 2015 holiday charitable campaign.

## **Content Manager**

January 2013 – April 2014

### **Brighton Agency**

St. Louis, Missouri

Clients: P&G Pet Care-Natura Pet (Innova, EVO, California Natural brands), Merial/Heartgard

- Chief copywriter and content manager for Natura Pet, P&G's (then) natural pet food brands.
- Utilizing knowledge of the pet food industry and client, collaborated with account managers and art directors to ensure that all content created was in line with the Natura Pet brands' identities.
- Wrote and coordinated the production of internal sales materials to sell-in and generate excitement about pet food initiatives among retailers and distributors.
- Carefully composed letters to Natura's consumers and retailers during their pet food recall. Wrote materials for the resulting quality assurance campaign, including video and brochure.
- Helped develop the Innova Nature's Table brand, including its name creation, writing all packaging copy, sales materials and an ingredient sourcing video.
- Managed and wrote copy for a Heartgard campaign that used vet clinic point-of-sale to boost year-round sales and a contest to encourage clinic participation.

**Account Manager**  
**Brighton Agency**

Clients: P&G Pet Care-Natura Pet (Innova, EVO, California Natural brands),  
FURminator

November 2009 – January 2013  
St. Louis, Missouri

- Managed projects and provided strategic direction for P&G Pet Care's Natura Pet brands, including creating and maintaining estimates and schedules, anticipating client needs and managing expectations.
- Served as the agency's in-house brand manager for Innova, guiding creative development and ensuring all materials are on-brand.
- Led marketing efforts to generate national brand awareness during Innova's distribution expansion into big box pet specialty stores, PetSmart and Petco. Tactics included employee training materials, online influencer outreach, in-store point-of-sale and a national TV spot. Innova met first year sales goals in the new distribution channel.
- Managed Innova's brand refresh and product re-formulation. This encompassed directing new packaging creation, launching a new website, and coordinating the national promotional campaign, which included point-of-sale, paid search, print and online ads.
- Coordinated FURminator's product line expansion, including new packaging and point-of-sale.
- Led Brighton Agency's re-brand in January 2010, including new brand identity, promotional materials, website and social media presence.

**Account Manager**

thembcgroup (now **Market Growth Accelerators**) St. Louis, Missouri  
Clients: Save-A-Lot, Volpi, ThermaClear, Fig. Medical Body Shaping,  
Vein Centers for Excellence

May 2005 – October 2009

- Initiated and managed all client projects as the sole account manager for two years.
- Supported the internal communications needs for Save-A-Lot Food Stores. Coordinated the production of internal videos that introduced new initiatives and maintained internal brand alignment across its 1,200+ store network.
- Managed an email marketing campaign that engaged new ThermaClear customers, increasing satisfaction and decreasing product returns from 22% to 3.3%.
- Managed a lead re-engagement direct marketing program for Fig. Medical Body Shaping, which generated nearly 20% of their seven-figure monthly revenue.
- Wrote and produced TV and radio spots that delivered client leads and sales, resulting in one client's first-year sales exceeding \$40 million.
- Coordinated a new brand launch by leveraging the company's existing brand equity while transitioning to a new name and brand personality. Lead volume increased 17% during the first six weeks of the new brand launch.

**Ambassador**  
**Missouri Lottery**

May-August 2003, February 2004  
Jefferson City, Missouri

- Executed promotional events at retail locations and major sponsorship across the state.

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**Education:** Bachelor of Journalism, Strategic Communications  
University of Missouri-Columbia, Graduated August 2004  
Cumulative G.P.A.: 3.9/4.0, Magna Cum Laude, University Honors College

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**Proficiencies:** Silent Partner, Basecamp, Clients & Profits,  
Microsoft Word, Excel, PowerPoint, Outlook