



# Megan Cunningham

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## Objective

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Dynamic and versatile digital marketing professional with a strong foundation in strategic communications, audience engagement, and multi-platform campaign management. With experience spanning higher education, nonprofit, and agency environments, I bring a blend of creativity and analytical thinking to every project. Known for developing impactful marketing strategies, managing diverse client portfolios, and leading cross-functional initiatives, I thrive in collaborative settings and excel at elevating brand presence through thoughtful storytelling, digital media, and data-driven insights. My background reflects a consistent commitment to innovation, leadership, and community involvement.

## Professional Experience

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### Michigan State University Alumni Office — Communications Manager

Aug. 2021 - Present

- Oversee the end-to-end development and execution of marketing strategies for MSU Alumni Office programs and events, encompassing high-level strategic planning, project management, copywriting, graphic design and coordination with clients and vendors. Marketing campaigns are tailored to each program's target audience and deployed across multiple channels, including email, web, social media (organic and paid), promotional items and print materials — from compact handouts to extensive catalogs.
- Responsible for the creation and implementation of comprehensive marketing campaigns for the following MSU Alumni Office programs, including Homecoming, Grandparents University, Spartan Pathways Travel, Coffee with the Profs, Kedzie Reunion and Spartan Book Club, often collaborating with campus partners to amplify outreach. Additionally responsible for supervising and mentoring student and on-call staff.
- Actively participate in MSU Alumni Office initiatives beyond core responsibilities, including volunteering at key programs and events, serving on the Diversity, Equity and Inclusion Representation Committee (2022–2023), participating in the GA4 work group, contributing to the AIP Personalization Committee (2024) and more.

### King Media, Marketing Agency — Digital Media/Marketing Specialist

April 2019 - June 2021

- Oversaw all operations pertaining to digital marketing solutions for the firm's entire clientele, spanning from the initial strategy development and copywriting to the campaign launch and subsequent optimization procedures, including extensive implementation of digital tactics such as organic social, paid social, email marketing, programmatic display ads and SEO.
- Managed accounts for 15 active clients by designing and maintaining appropriate timelines and budgets for each project, developing high-level strategies, supervising creative executions, and serving as a point of contact for all customer service and client relations needs.
- Spearheaded new business development efforts by designing individualized high-level marketing strategies, creating comprehensive presentation materials, and delivering pitches to potential clients.

### RjM, Marketing Agency — Account Coordinator

May 2017 - April 2019

- Collaborated with the President and Director of Accounts in the planning and implementation of all client projects, budgets, and media spending.
- Facilitated new business development by designing outreach campaigns and drafting RFP responses.
- Transitioned into the role of Account Executive for three clients.

### JoyRun — Student Leader (Marketing Internship)

Feb. 2017 - April 2017

- Developed and implemented innovative marketing strategies.
- Facilitated team-based workshops aimed at creative problem solving.
- Promoted the integration of JoyRun program on MSU campus.

## Education

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### Michigan State University

- Master of Arts in Strategic Communications (completion in 2025 with one course remaining)
  - **4.0 GPA**
  - *Invited to join The Honor Society of Phi Kappa Phi at MSU*
- Digital Media Certificate from the MSU College of Communications Arts & Sciences (2024)
  - **4.0 GPA**
- Bachelor of Science in Advertising Management (2018)

## Core Competencies

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### Technical Skills & Certifications

- Proficient in the following digital platforms: Facebook, Instagram, X, Snapchat, Google (Search & Display), Google Analytics, MailChimp, Sprout Social, Sprinklr and Hootsuite
  - *GA4 Certification and Advanced Google Analytics Certification*
- Proficient in iModules/Anthropology and survey development and deployment through Qualtrics
  - *Hubspot Email Marketing Certification*
- Proficient in Indesign and Illustrator
  - *Hubspot Growth Driven Design Certification*
- Proficient in project management systems, such as Wrike, and creating efficient project workflows
- Proficient in research best practices
  - *Certificate of Completion for Ethics and Regulations in Human Research through MSU (2023)*
  - *Certificate of Completion for Overview of Human Research Protection (2023)*

### Interpersonal Skills

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|---------------------------|---------------------------------------|
| • Empathy                 | • Teamwork & Collaboration            |
| • Integrity               | • Flexibility & Adaptability          |
| • Dependability           | • Active Listening                    |
| • Leadership              | • Critical Thinking & Problem-solving |
| • Effective Communication |                                       |

## Community Involvement

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- MSU AIP Personalization committee member (2024)
- Consistent attendee and volunteer of various MSU Alumni Office programs and events, such as the Homecoming Parade, Grandparents University, Kedzie Reunion, The Civility Project, Blanchard Forum, host of Spartan Pathways Travel tours and more (2021 - Present)
- Treasurer of the Mid-Michigan Creative Alliance (2019 - 2022)
- Lead instructor for the 6th Grade Global Marketplace class at Parkside Middle School through the Michigan chapter of the Junior Achievement nonprofit organization (2019)
- Head Volleyball Coach for the Paragon Charter Academy Middle School (2018)
- Vice President and Treasurer of the AdCom Advertising Association at Michigan State University (2017-2018)