

MEGAN SAUNSEN

DIGITAL & BRAND MARKETING LEADER

CONTACT

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COMMUNITY

Breakthru Beverage ARG: Women Who Breakthru Member | 2021 - present

Kilpatrick Ave Block Party Co-Planner | 2022 - 2024

Engagement Committee Chair & Associate Board Member, Share Our Spare | 2020 - 2022

Communications Committee Member, Sam Bell Memorial Foundation 2023 - present

EDUCATION

Flagler College | St. Augustine, FL
Bachelor of Arts
Public Relations / Advertising

SKILLS + EXPERTISE

SAP Emarsys
SmartEdit
Basecamp
B2B marketing
Content strategy
Copywriting + copyediting
Team leadership & mentorship
Building Halloween costumes & yard displays

WORK EXPERIENCE

DIGITAL & ECOMMERCE CONTENT MANAGER

Breakthru Beverage Group | Sept 2022 - present

- Own digital and ecommerce content strategy across a 16-market B2B platform (Breakthru Now), driving supplier brand campaigns, customer lifecycle communications, and platform adoption
- Generated \$97,575 in incremental revenue through paid programming in year one of the initiative — coordinating 14 brand homepage features and ~20 SKU boosts across IMC and B2B teams
- Led California market launch on BNOW, executing phased onboarding email campaigns and redesigning header/footer navigation to increase ecommerce engagement
- Built and deployed automated email and web campaigns via SAP Emarsys (9 email automations, 3 web activations in 2025)
- Rebuilt the digital marketing playbook incorporating automation strategy alongside editorial calendar
- Managed a team of 2, including performance management, mentorship, hiring of backfills, and leading weekly cross-functional supplier campaign meetings
- Cultivated supplier partnerships with major accounts including Proximo, Diageo, and MHUSA; recognized by manager for turning a notoriously difficult external relationship into a productive one
- Supported leadership in updating & improving the parental leave policy at Breakthru

DIGITAL CONTENT SPECIALIST Jul 2018 - Sept 2022

- Developed customer-facing digital content supporting portfolio growth and sales initiatives across emerging brand categories
- Led early marketing and engagement efforts for the BNOW platform launch
- Collaborated with commercial teams and suppliers to align brand messaging with sales priorities

SOCIAL MEDIA COORIDNATOR

U.S. Cellular | Jan 2016 - Jun 2018

- Supported national brand marketing through development of social content and campaigns
- Partnered with agency teams on integrated content initiatives
- Led early employee advocacy program, increasing brand reach and engagement
- Developed localized marketing assets for authorized retail partners

FREELANCE DIGITAL MARKETING CONSULTANT

- Planned and executed integrated marketing campaigns, digital strategy, and brand activations for brands including University of South Florida Sarasota-Manatee, Lakeshore Beverage Group, West Loop Craft Beer Festival & BeerHoptacular!

COMMUNICATION SPECIALIST

Hu-Friedy Mfg. Co. | March 2013 - November 2014

- Managed digital community platform serving 38K+ dental professionals
- Led global social and digital campaigns supporting brand engagement
- Developed award-winning digital campaign increasing social engagement by 1300%
- Executed paid and organic social strategies