

Megan Stinson

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SUMMARY OF QUALIFICATIONS

Driven and innovative professional with experience in marketing management and content strategy. Equipped with social media marketing, copywriting, web design and email marketing skills. Excels at leading a team and collaborating with colleagues to complete tasks and reach goals. Skilled in managing and executing marketing campaigns that reach new and existing customers. Excellent communication and interpersonal skills leveraged to work efficiently with colleagues and industry professionals.

PROFESSIONAL EXPERIENCE

Patient Services Coordinator, Meijer Specialty Pharmacy September 2022 – Present

- Entered pharmacy referrals and prescription information with a high level of accuracy into clinical-based platforms.
- Conducted outbound calls to schedule medication deliveries and provide customer service communications to patients and providers.
- Served as the primary point of contact for patients, insurance companies and prescribers' offices.
- Coordinated the dispensing of specialty medications in retail pharmacies.

Marketing Manager/Intern, D&R Sports Center April 2018 – September 2022

- Promoted to marketing manager within 4 months of being hired as an intern.
- Developed marketing plan and allocated \$300k yearly marketing budget.
- Increased email-driven e-commerce sales by 213% in one year.
- Collaborated with e-commerce team to surpass yearly revenue goals and reach over \$3.5 million in revenue.
- Managed multiple websites and edited creative content and copy to keep websites accurate and up-to-date.
- Produced a series of YouTube videos and brought in over \$200k in boat sales.
- Utilized social media to drive brand awareness and engagement, resulting in a 50% increase in follower base within 8 months.

Roots & Roadmaps, Founder March 2017 – December 2021

- Founded Etsy shop for handmade jewelry business. Used social media to begin building a brand to advertise products.
- Designed website in Wordpress to host blogs and access to Etsy and important information regarding business.

Pharmacy Technician, Meijer September 2013 – December 2018

- Promoted to a Level 3 technician. Led newer technicians and helped perform daily tasks and assist patients.
- Processed and filled prescriptions at the third highest volume in the company.
- Communicated effectively with doctor's offices, insurance companies and patients.

ADDITIONAL EXPERIENCE

Shift Manager, Big Apple Bagel, Grand Rapids, MI 2014 – 2015

Shift Manager, Big Apple Bagel, Jenison, MI 2013

EDUCATION

Bachelor of Arts (BA) in Advertising and Public Relations
Grand Valley State University
Allendale, MI
August 2013 – December 2018