

# Meaghan Carey

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## EXPERIENCE

**Intersection**, *Senior Sales Coordinator*, New York, NY

**January 2015-September 2017**

- Collaborated with advertising sales and marketing teams to create innovative campaign strategies for national clients and to generate new business opportunities across digital and static media
- Developed, planned and maintained the implementation and execution of advertising campaigns across US top 10 DMA markets
- Designed presentations and distributed sales collateral in order to target C-Suite executives nationally
- Oversaw pre- and post-sales process for 5+ national account executives across 10 markets totaling over \$15MM of revenue in 2016 and \$10MM+ from Q1-Q3
- Managed client relations for key accounts and translated customer business objectives into effective sales campaigns

**FOX Broadcasting Company**, *Sales Assistant*, New York, NY

**February 2013-December 2014**

- Maintained and managed all scheduling and budget changes for Fortune 500 companies in primetime, late night and Fox Sports programming, including Super Bowl XLVII and 2013 World Series
- Facilitated and oversaw relationships with cross-functional teams to build and implement multi-million dollar campaigns for top-rated television shows and live-broadcast sports events

**Investors Bank**, *Marketing Department Intern*, Short Hills, NJ

**September 2012-February 2013**

- Created speeches for the President of the bank to present at multiple large-scale charity and corporate events
- Assisted with creation and copy-editing of marketing materials and e-marketing campaigns distributed to Investors Bank customers

**HealthEd**, *Creative Department Intern*, Clark, NJ

**August 2011**

- Researched and developed communication strategies for patient health outreach opportunities
- Collaborated with design and content teams to create pharmaceutical marketing and educational materials

**Fox Cable Networks**, *Fox Deportes Integrated Sales and Marketing Intern*, New York, NY

**Summer 2010**

- Supported integrated sales and marketing team in all aspects of ad sales marketing initiatives including research, ideation, and presentation development targeting the Hispanic demographic
- Created, conceptualized and pitched Foot Locker brand partnership campaign across FOX television networks and digital media platforms

## EDUCATION

**Baruch College**, *Continuing and Professional Studies*

**September 2017- December 2017**

- Social Media Marketing course with expected certification of inbound marketing with completion of class

**Elon University**, BA

**May 2012**

Bachelor of Arts in Journalism; courses in Television Reporting, Television Production, & Multimedia Journalism

**Study Abroad**

- Paris, France- <http://parisetteaghan.blogspot.com/>
- Elon University in Italy

**Fall 2010**

**January 2010**

**The Pendulum**, *Sports Writer*, Elon, NC

**2009-2010**

- Interviewed faculty, students, coaches and communicated with university media relations to report and promote Elon athletic teams and events

## SKILLS

- Salesforce, Final Cut Pro, Microsoft Office, Photoshop and basic HTML knowledge