

# Meredith Phillips

**Meredith Phillips**

Marketing + Creative Strategy

## Professional Skills

Integrated Marketing Strategy  
Strategic Brand Planning  
Account Leadership  
Content Marketing Strategy  
Creative & Art Direction  
Digital Marketing  
Interpersonal Communication

## Software Skills

### Adobe Creative Suite

Adobe Illustrator, InDesign,  
Photoshop, PremierePro & Rush

### Microsoft Office

Word, Excel, & Powerpoint

### Analytics

Global Web Index, Helixa,  
RivalIQ & DemographicsPro

## Achievements

[Red Dot Design Award](#), 2019

[International Design Awards](#)  
(IDA), Gold 2019

[Digiday Most Effective /  
Measurable Campaign](#), 2021

[Digiday Best New Product or  
Launch Campaign](#), 2021

## Education

Sept 2018  
- June 2019

### Savannah College of Art and Design

Atlanta, GA  
Master of Arts, Advertising

Aug 2014  
- May 2018

### Georgia College

Milledgeville, GA  
Bachelor of Business Administration, Marketing

## Experience

Dec 2020  
- Present

### Stripe Theory

#### Senior Content Strategist

- Lead integrated marketing strategy from creative ideation, to managing digital content production with integrated communications and partnerships for a celebrity brand
- Accelerated a consumer brand launch through creative marketing content development with cross-functional collaboration, earning over 1.2B impressions, growing social audiences by 22K followers with an average ER of 5.93%
- Analyze consumer market trends to determine creative local and national growth strategy including partnership opportunities, increasing brand revenue
- Generate strategic brand insights from multi-faceted data to lead creative, digital marketing performance, increasing social engagement rates 30% MoM
- Deliver data-driven reporting and best marketing practices, producing over 300% engagements YoY
- Identify marketing partnership opportunities and develop strategic content approaches for multi-million dollar brands

July 2019  
- Dec 2020

### Content Strategist

- Advanced cross-platform consumer brand campaigns through paid, earned & owned content: social, influencer, experiential, email & display creative content, breaking 2.5M engagements
- Maintained brand identity across communication projects, providing needed content for creative campaign execution
- Led audit of branded websites and digital platforms with a mobile-first, UX/UI development approach
- Amplified consumer lead generation through insight discovery and development of chatbot technology for a global audience
- Customized a collaborative content marketing engine with a cost-effective model increasing cross-channel ER from 1.78% to 5.33%

## Contact

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## Brand Partnerships



amazon

sunbrella

IHG®