

Meredith Phillips

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Marketing + Creative Strategy

Professional Skills

Integrated Marketing Strategy
Strategic Planning
Account Leadership
Team Management
Creative & Art Direction
Digital Marketing
Interpersonal Communication

Software Skills

Adobe Creative Suite

Adobe Illustrator, InDesign,
Photoshop, PremierePro & Rush

Microsoft Office

Word, Excel, & Powerpoint

Analytics

GWI, DemographicsPro,
RivalIQ, & Helixa

Achievements

[Red Dot Design Award 2019](#)

[International Design Award](#)

(IDA), Gold 2019

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 for high-priority projects from ideation, to creative development and production cross-platform
- Work cross-functionally to design creative campaigns, allowing market trends and KPIs to inform opportunities
- Establish internal team initiatives, outperforming client goals, overseeing quality and operational efficiency of a cross-functional team
- Create insights from multi-faceted data, creating monthly recommendations to optimize performance
- Identify opportunities within marketing landscape to improve strategic discipline with new ideas, approaches, and frameworks

July 2019
- Nov 2020

Content Strategist

- Researched, identified, and developed comprehensive client campaigns and strategies
- Upleveled current strategy to utilize ever changing industry trends and platform capabilities
- Guided program execution through owned, earned, and paid channels
- Managed daily client stakeholders, including international counter parts tracking against global initiatives
- Created a social content engine with a cost-effective model that increased cross channel engagement rate with monthly reporting

Contact

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Brands I've Worked With

