



MEGAN KALAN

DIGITAL MARKETER

📞 303-910-1766
✉️ megankalan@gmail.com
📍 Denver, CO
🌐 megankalan.com

EXPERIENCE

CWS Clinic, Freelance Brand & Web Designer

Apr. 2025

- Rebranded a private medical practice, creating new logo, brand guidelines, and key messaging to communicate value
- Designed and launched a responsive website that reflected the updated brand identity and improved user experience and patient engagement

CareerFoundry Student Capstone Projects

Sep. 2024 - Mar. 2025

- Conducted market research to identify the unique value proposition and develop target personas. Used this to write an SEO-optimized blog tailored to audience's needs
- Designed and launched targeted email campaign with clear calls to action focused on increasing sales leads and website traffic
- Leveraged existing personas and brand guidelines to create a cohesive organic social media strategy. Designed and ran a campaign that resonated with target audience
- Analyzed performance data from organic campaign, optimized strategy, and launched targeted paid social media and Google search campaigns

Little White Dress Bridal Shop, Denver

Sep. 2014 - Sep. 2024

Buyer

Oct. 2016 - Sep. 2024

- Cultivated vendor relationships and secured exclusive rights to high-demand designer collections to enhance shop's competitive edge and attract more customers
- Assisted with social media content creation to build excitement for new inventory, vendors, and events
- Maintained a curated selection of products to maximize customer satisfaction and sales
- Streamlined inventory management process ensuring accurate stock levels and minimizing order delays

Head of Sales

Jun. 2016 - Sep. 2024

- Consistently the top performer in sales volume and conversion rate, driving revenue and contributing significantly to team success
- Successfully handled a large client load while fostering a collaborative team environment, contributing to overall team efficiency and client satisfaction
- Leveraged social media to stay on top of trends and deliver competitive selections and experiences
- Provided training and coaching to team members on best practices for communicating and writing about the business/brand, ensuring alignment with company messaging and tone
- Delivered accurate and detailed information to clients, ensuring a seamless experience and increasing client trust and experience

PROFILE

Growth-minded marketer with a foundation in sales and customer service, passionate about building relationships by creating impactful client experiences that drive retention and revenue. Collaborative, curious, and committed to continuous learning.

EDUCATION

CAREERFOUNDRY

Certificate in Digital Marketing

Sep. 2024 - Mar. 2025

UNIVERSITY OF DENVER

Bachelor of Arts in English & Theatre
Summa Cum Laude

SKILLS

- Office Tools: Microsoft, Slack, Excel, PowerPoint
- Project Management Tools: Asana
- Meta Business
- Google Analytics
- Canva
- WordPress
- Mailchimp
- Brand Strategy
- Teamwork & Collaboration
- Data Analysis
- Client Management
- Relationship Building
- Active Listening
- Attention to Detail
- Problem Solving
- Time Management
- Clear Communication