

# Meghan Kay-Yun Cole

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## Experience

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### Senior B2B Product Marketing Manager

AMEX GBT Egencia | Chicago, IL (Hybrid Remote) | September 2021- July 2022

- Lead PMM working with **10+ product managers** across 5 LOBs: Air, Car/ Ground, Trips, Mobile Experience, and Chat Experience
- Responsible for **messaging frameworks** across product launches for corresponding LOBs, for implementation across all marketing materials.
- Produced GTM Plans for all product launches using **PMA GTM frameworks**
- Wrote, designed, and hosted knowledge deep dive calls for 2,000+ account managers for all GTM Product launches across AMEA/APAC
- Work with global team across 3 timezones, international & domestic.

### Product Marketing Manager

Issuu | Chicago, IL (Remote) | April 2018- August 2021

- Lead on **product demos and SaaS use-cases**
- Wrote, designed, and hosted over **30 product and thought-leadership webinars**, averaging 300 attendees and 1,000 registrants per webinar
- Manage **In-Product Messaging** series and strategies across acquisition, feature usage, up sell, and churn reduction using Intercom
- Responsible for production and execution of **2 large-scale GTM campaigns**, collateral for product launches and partnerships.
- Produced over 1,000 videos, tutorial resources, and pre-roll videos using **Adobe After Effects, Premiere Pro**, and additional proprietary software.
- **Conference liaison**, leading sponsored tables, product demos, and setup at 5+ in-person events across U.S. from 2018-2019
- Design deck materials and PR Resources for **third-party integrations, partnerships, and investor pitches**
- **Manage a team of 7+ contractors** for content curation on Issuu.com and Issuu Apple News Channel, reaching over 3.2 million reads
- Work with **remote team** across 5 timezones, international & domestic

### Associate Relationship Marketing Strategist

Intouch Solutions | Chicago, IL | Sept. 2017-March 2018

- **Multichannel Marketing SME**, digital pharmaceutical advertising
- Built dynamic cross-channel ecosystems using Adobe Experience Manager for clients including HUMIRA, CREON, Contrave, and Abbott Pharmaceuticals
- Managed **dashboard reporting for emails** across clients.
- Designed CRM strategies and decks for **New Business RFPs** for both brand planning and multichannel marketing.

### Marketing and Design Consultant

Embodied Labs | Chicago, IL | June 2016-Jan 2017

- **Created Brand Identity**, including logo and presentation materials
- Formed brand positioning and pitch materials during early stages of business development

### Strategic Planning Intern

Leo Burnett | Chicago, IL | June 2015-Aug 2015

- Clients: Marshalls, Radio Flyer (New Business RFP)

### Creative Lead

Nickel Communications | Sarasota, FL | June 2013-May 2016

- Designed press-ready print materials and digital collateral for local businesses in Sarasota County, focused in production-readiness.

### Brand Planning/ New Business Acquisitions Intern

MullenLowe U.S. | Winston-Salem, NC | June 2014-Aug 2014

- Clients, ULTA Beauty, Pep Boys, Auntie Anne's, Hane's Hoisery, new business RFPs

## Education

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### Product Marketing Alliance

PMM Core Certified | 2022

### Ringling College of Art and Design Class of 2015

Bachelor of Fine Arts,  
Advertising Design  
Minor in Business of  
Art & Design  
3.93/4.0 GPA

- Advertising Design **Trustee Scholar Recipient**, 2015
- **President**, Student Government Association, 2015
- **Head Editor**, *Landline Newspaper*, 2013-2015

## Skills

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- Product Marketing, Digital Marketing, Customer Experience, Customer Journey Mapping, GTM Planning, Project Management, New Hire On boarding
- Platforms: Iterable Email, Intercom Business Messenger, Adobe InDesign, Illustrator, Photoshop, Premiere, After Effects