

# MEGAN SHUKI

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## Professional Summary

Digital marketer with experience developing and leading growth initiatives in the form of multi-platform digital marketing campaigns. Specialization in influencer marketing, social media marketing, and digital branding.

## Work History

### Head of Marketing and Brand Strategy | Monkey/HOLLA Group Nov 2017 - June 2020

- Managed a high performing cross-disciplined team across 3 countries responsible for viral digital marketing for gen z
- Developed and managed a viral growth campaign on TikTok and Instagram that included 55 influencers and resulted in a 36% increase in new installs and CPI of \$0.06
- Launched an 8-month merch drop guerilla marketing campaign and secured 6 brand partnerships with well-known designers such as Lenny Vuitton (designed for Cardi B) and adamaneven (designed for Travis Scott, A\$AP Rocky, Miley Cyrus) that boosted DAU by 42% and elevated brand perception
- Spearheaded a joint Instagram, YouTube, and TikTok marketing campaign for app launch resulting in the app being #1 Top Social and #3 Overall in iOS App Store and #1 in Social in Google Play store in less than 1 month on a limited budget
- Boosted a new feature use by 36% by developing and organizing a 3 month 3-Tier Creator Program that included 1K creators and weekly tasks as well as incentives and rewards
- Elevated brand perception and increased brand awareness via a viral Snapchat filter campaign that resulted in the creation and design of 9 lenses and over 2.87M views
- Set and established the brand tone of voice and developed user personas to align all in-app copy and across all public-facing websites and social channels

### Digital Brand Manager | PicsArt Feb 2017 - Nov 2017

- Coordinated with VP of marketing and product team to develop savvy and strategic product changes to increase user engagement by 33% and boost profits by 44%
- Remotely managed 150 influencers and served as an in-person brand representative to build and maintain relationships with local LA talent
- Implemented strategic growth hacks and social marketing revamp that resulted in increased YouTube views by 150% and increased Instagram post engagement by 95%
- Conceptualized brand identity and developed unique accompanying graphic style and tone for use in all in-app and external communications

### Account Manager | ASOS Marketplace Aug 2016 - Aug 2017

- Drove digital and enterprise collaboration across functional teams and shop owners, focusing on continuous process improvement for clients storefront management and backend procedures
- Managed relationships with clients and translated marketing and social media needs into results-driven strategies
- Spearheaded client meetings to determine best relationship fit, project needs and requirements, and identify correct course of action to enhance client success and company profit
- Outlined omnichannel channel goals across brands and digital platforms, including store systems, web, mobile and social marketing systems that resonated with the 18-24 year old demographic.

### Co-Founder | Shookeye Jun 2016 - Aug 2017

- Launched a profitable global fashion brand by building and establishing a strategic multiplatform digital footprint including a stand-alone website, a storefront on ASOS Marketplace and Depop
- Featured in Refinery29, a key player in the online fashion industry, for a female empowerment series and named ASOS Marketplace's "One To Watch"
- Conducted market research to identify upcoming trends and established competitive pricing resulting in customers in over 15 countries and selling in the top 30% of over 1,000 brands each month

## Education

### Bachelor of Science: Nutrition

Ohio University  
magna cum laude

Athens, OH