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📍 Milwaukee, WI

ABOUT ME

I am a communications strategist and content creator who has implemented marketing and PR initiatives for 18 years, including most recently for the largest U.S.-based membership organization for allergist/immunologists. A wordsmith at heart, I love nothing more than creating meaningful relationships through the power of language. I am a chameleon when it comes to communication, able to speak to any audience in their style and tone of language. I take pride in fostering collaboration and love working with others to achieve the best possible results.

EDUCATION

Bachelor of Arts

Public Relations and Psychology
Marquette University
2005

CERTIFICATIONS

Professional Certificate in Non-Profit Management

UW-Milwaukee School of Continuing Education
2017

Certified Association Executive

American Society of Association Executives (ASAE)

2018

As of January 1, 2024, I received ASAE approval for "inactive status" while I secure the remaining education credits I need for my recertification.

MEGAN BROWN

Communications Strategist & Content Creator

WORK EXPERIENCE

2013-2023

American Academy of Allergy, Asthma & Immunology (AAAAI)

Senior Media & Member Communications Manager

Implemented a strategic communications strategy across print, web, social and mainstream media, and developed key messaging and high-quality content that engaged members and fostered brand recognition. Oversaw the development of media records and reports, recommended strategies to enhance PR opportunities, and coordinated the PR strategy surrounding manuscripts published in AAAAI's peer-reviewed journals and research abstracts presented at the AAAAI Annual Meeting. Enhanced the AAAAI's email marketing by rebranding all email communications with a cohesive look, improving personalization and targeting, and streamlining the approach to tracking outgoing marketing emails across the organization. Produced monthly and on-demand messages on various allergy/immunology topics for 10 consecutive AAAAI presidents using my ghostwriting skills and ability to capture each president's unique voice.

2009-2013

AAAAI

Media & Member Communications Manager

Built and maintained relationships with numerous journalists as the first point of contact with the media. Used a targeted PR strategy to develop campaigns, pitch stories, create press releases and press kits, plan press conferences, and manage media records and reports with Cision. Assisted with writing, editing and distributing all email marketing and member communications.

2008-2009

AAAAI

Communications Manager/Publications

Project manager for a monthly magazine with over 7,000 readers. Took each issue from concept to print by developing the lineup, writing and editing content, facilitating advertising sales, coordinating production with an external designer and printer, and overseeing mailing logistics.

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EXPERTISE

- Writing, Proofreading, and Editing
- PR and Marketing Strategy
- Relationship Building
- Ghostwriting
- Media Relations
- Project Management

VOLUNTEER EXPERIENCE

Mentor

After Breast Cancer Diagnosis (ABCD)

VISIT MY PORTFOLIO

MEGAN BROWN

Communications Strategist &
Content Creator

WORK EXPERIENCE (CONTINUED)

2007-2008

Norlight, Inc.

Marketing Communications Coordinator

Created content for a quarterly newsletter that reached nearly 14,000 prospects and customers, and improved the company's external image through the development of customer case studies and press releases. Independently planned a monthly internal marketing campaign targeted at sales employees, a monthly sales support event, and a series of seminars that maintained relationships with customers and built the prospect pipeline.

2005-2007

Infosoft Group dba MilwaukeeJobs.com

Marketing Coordinator

Built relationships with and recruited participants for a program seeking to provide online resources for job seekers and employers; potential participants were found through strategic research and then categorized and managed through a unique software system. Served as project manager for email marketing campaigns in seven markets. Implemented search engine marketing and optimization strategies though supervising numerous pay-per-click advertising campaigns. Maintained and updated front page web content, and served as team proofreader by reviewing and editing all produced marketing materials.

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MEGAN IS A TALENTED WRITER WHO GIVES VOICE TO OTHERS AS A GHOSTWRITER. SHE IS A CALM PROFESSIONAL PRESENCE UNDER DEADLINE AND A COLLEAGUE WHO MAKES EVERYTHING SHE DOES LOOK EASY.

- FORMER CO-WORKER