

MEGHAN BAILEY



PHONE.
702-358-6548



EMAIL.
meg.bailey5@gmail.com



WEBSITE.
meghanbailey.com



LOCATION.
Las Vegas, NV | PST

MY SKILLS

Strategic Planning

Negotiation / Contracts

Brand Management

Customer Relations

Digital Marketing

Lifecycle Marketing

Team Management

Campaign Execution

Competing Analysis

Integrated Marketing

KPI Tracking

Reporting

Digital Marketing

Social Media Platforms - TikTok,
Instagram, Facebook, X, LinkedIn, Reddit,
Pinterest

Content & Copy Development

Asana Project Management

EXECUTIVE SUMMARY

Accomplished Marketing & Communications Executive with a growth mindset as a true Servant Leader. Expert at targeted communication aligning with strategic company goals and customer satisfaction across a diverse patient population.

A trusted C-Suite advisor with a proven track record of propelling growth & significant cost savings across the organization; utilizing industry insights and consumer behavior, all while working cohesively across business lanes and collaborating with cross-functional teams.

WORK EXPERIENCE

03.2020 - Present

Consultant - Marketing and Communication

Marketing and communication consultant with a focus on collaborating with the C-suite to align corporate goals and strategies, driving comprehensive marketing initiatives. Specialization in startups and companies aiming for a generational mindset shift, bringing innovation and vision to reshape strategic narratives for organizational adaptation and thriving in evolving market landscapes.

- Transformation of brand identities resulting in a 25-40% increase in brand recognition and a 30-50% rise in consumer trust across diverse industries.
- Development of successful online eCommerce strategies resulting in a 20-40% increase in sales performance through optimized product presentation, e-mail and social media content, enhanced user experience, and streamlined conversion pathways.
- Leveraging industry insights and trends to implement a strategic and actionable go to market campaigns, ensuring clients maximize sustainable growth and competitive advantage.

07.2021 - October 2023

Senior Director of Marketing and Engagement
Teachers Health Trust | THHealth.org

Responsible for managing marketing, communications and engagement strategies for the Health Plan within the fifth largest school district in the US. Strategically collaborated with the CEO and Board Members to advocate for proactive decision-making over reactive strategies, contributing significantly to the company's recovery and long-term resilience.

- Launched a roadmap to care series that drove members' utilization appropriately, resulting in a 28% reduction in the health plan's ER spend and utilization, leading to a monthly savings of \$600,000.
- Led crisis communication initiatives, ensuring successful navigation of the company through a \$64 million debt recovery process, resulting in a 95% reduction of negative social media posts, local media coverage and complaint calls.
- Launched a virtual customer program and implemented a tracking system, achieving a 93% customer satisfaction rate.
- Implemented Key Performance Indicators (KPIs) to measure the effectiveness of go-to-market and campaign strategies, ensuring alignment with overall business goals and objectives for maximum impact and ROI.
- Developed multiple pilot programs for adolescents and adults to address mental health access issues, leading to the establishment of several peer support groups.
- Successfully managed go to market integrated campaigns for open enrollment for new educators, while ensuring retention of member numbers.

05.2020 - 02.2021 (Contract)
Director of Marketing
Capability Health | CapabilityHealth.org

MY GOVERNING CORE VALUES

Integrity

Empathy

Respect

Passion

Adaptability

Authenticity

Fun

Everything Is Figure-Out-Able

These core values serve my guiding principles because they collectively represent my commitment and leadership style. I focus on fostering meaningful connections, and approaching challenges with a positive and solution-oriented mindset. By upholding these values, I aim to create a work environment characterized by transparency, understanding, enthusiasm, resilience, and a genuine commitment to both personal and collective growth.

As Marketing Director, led a multi-city organization, overseeing all aspects of branding, marketing, and communication strategies.

- Implemented a new digital strategy resulting in a 40% increase in website traffic and a 25% growth in online conversions.
- Successfully secured a digital Google grant exceeding \$10,000 for PPC campaigns, leading to a increased online impressions and a 40% increase in website traffic.
- Directed the development of a unified messaging framework, achieving improvement in brand recognition and resonance among diverse B2B stakeholders.
- Collaborated with cross-functional teams to analyze market trends, competitor strategies, and consumer insights, leading to the development of brand strategy that resulted in an increase in market share and a rise in customer satisfaction KPIs.

10.2018 - 05.2020
Director of Operations
Flip For Me Gymnastics | Flip4M.com

As Director of Operations, led the brand in creating new revenue streams and enhancing consumer satisfaction. Implemented cost-effective measures, resulting in a significant reduction in administrative expenses while maintaining operational efficiency and excellence.

- Developed, and launched Southern Nevada's inaugural Ninja Warrior Gym for children, targeting an untapped market niche.
- Achieved a 30% increase in profit margin within six months, exceeding initial projections and establishing the gym as a market leader.

08.2016-09.2018
Marketing Director
DaVita Medical Group | davitamedicalgroup.com

During a pivotal acquisition, oversaw the seamless and non-disruptive transition of branding, ensuring a cohesive identity for the merged entities. Managed the process with budget consciousness, maintaining brand integrity while maximizing the impact of the transition within financial parameters.

- Created a strategic roadmap that outlined clear objectives for integrating acquired brands, while also considering their distinct market positioning and customer base.
- Implemented a phased approach to integration, allowing acquired brands to retain their unique identities and gradually align with the parent company's strategic direction.
- Branded patient education materials and communication guides, promoting a user-friendly experience and ensuring seniors felt well-informed and supported.

02.2013-08.2016
Marketing Director - Merger with DaVita Medical Group
WellHealth Quality Care | wellhealthqc.com

As Marketing Director of a dynamic start-up Accountable Care Organization and Multi-Specialty Group, created and led impactful marketing initiatives that anticipated shifts, fostering the organization's growth and prominence within the healthcare sphere.

- Developed and launched a niche and local App, achieving over 10,000 downloads within 6 months.
- Launched, produced, and authored CareConnection Magazine, Las Vegas' first organization-based healthcare magazine, garnering over 60,000 readers per quarter.
- Led the creative development of marketing materials, ensuring they effectively communicated each specialty's medical expertise, patient benefits, and exceptional care approach.
- Contributed to the establishment of a new health plan in collaboration with hospital and insurance groups, facilitating a collective partnership.

EDUCATION

COLORADO STATE - GLOBAL CAMPUS

Marketing