

MEGAN DEEM

BRAND STRATEGIST
HEAD OF CONTENT

FOR MULTI-BRAND E-COMMERCE +
SCALING BEAUTY, FASHION, AND
LIFESTYLE BRANDS

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NYC

SKILLS

BRAND STRATEGY

MARKETING CAMPAIGNS

CONTENT STRATEGY

CREATIVE DIRECTION

CONTENT PRODUCTION

DATA ANALYTICS

CELEBRITIES & INFLUENCERS

CULTURAL INSIGHTS & TRENDS

CONSUMER INSIGHTS

CURATION & MERCHANDISING

Industry go-to for identifying trends and sociocultural movements, adapting them to fit a brand's strategic goals. Established producer of compelling, original content across platforms. Bring depth and breadth of experience with legacy and emerging brands in beauty, fashion, and lifestyle categories.

EXPERIENCE

BLUEMERCURY

Associate Creative Director, Copy & Content Strategy | 2021 to present | NYC

Repositioning brand to increase market share.

Recruited to lead team in creative department responsible for all outward-facing content. Right hand to Executive Creative Director. Interact directly and frequently with senior leadership team. Liaise with integrated marketing, stores, spa, site, proprietary brands, vendor marketing, and email teams.

- Contributed to 12 consecutive quarters of company sales growth to date. Shifted content topics and voice to resonate with consumers seeking guidance on best-in-class products. Create cross-channel content – social, in store, email, site – with targeted strategies for brand awareness and top of funnel, including segmentation.
- Ensure cohesion, integration, and rigor, deepening company position as luxury brand. Spearheaded company copy guidelines and oversee their implementation. Work with cross-functional partners to ensure content strategy is integrated across all channels.
- Translate insights into creative. Keep team on the pulse of beauty industry and culture at large. Concept creative themes for key retail moments and company campaigns.

MCD CONSULTING

Brand & Product Marketing Consultant | 2016 to 2021 | NYC

Led strategic initiatives for 10+ brands, 3 startups, 10+ media outlets.

Led/contributed to projects varying in size/scope across brand strategy, marketing strategy, content strategy, campaign content, advertising content, and product naming. Brand experience includes: Pat McGrath, Origins, L'Oréal Paris, Kiehl's, Frédéric Malle, Drunk Elephant, Nars, Violet Grey, Shiseido. Editorial experience includes: Vogue, Harper's Bazaar, The Wall Street Journal, AD.

- Brand positioning & strategic content highlights include: For Origins, led pilot of brand-differentiating editorial blog. For Dr. Dennis Gross Skincare and Stitch Fix, contributed original content to deepen positioning. For Paramount Global, contributed targeted content that grew e-commerce and affiliate revenue streams. For confidential cosmetics client, increased sales of targeted products through SEO strategy. Served as interim beauty director at ELLE to mentor team and improve content strategy and execution.
- Product branding and campaign highlights include: Named products for 2 startups focused on skincare and fragrance. Contributed to product launches for Kiehl's, Drunk Elephant, Nars, and Frédéric Malle.

O, THE OPRAH MAGAZINE

Executive Editor, Beauty | 2014 to 2016 | NYC

Experimented with new revenue streams and adapted to shifting consumer engagement.

Contributed to all cross-platform beauty copy, as well as fashion news and cross-departmental packages.

- Contributed to revenue-producing pilot. Part of team that launched exclusive club for paid subscribers.
- Early experimenter in creator content formats, leading production and copywriting for videos with celebrity makeup artists.

INSTYLE

Senior Editor, Fashion | 2008 to 2013 | NYC

Attracted luxury advertisers; produced largest content volume on fashion team.

Managed assistant. Reported to publication's number 2. Promoted from fashion features editor. Managed all celebrity/influencer contributors to fashion sections.

- Developed innovative content vehicles for celebrity partnerships. Created 5+ monthly franchises featuring A-list talent as contributors. Stewarded production with celebrities to ensure every aspect met goals—shoot, copy, relationship, and final product.
- Shifted voice to target high-spending readers across platforms, including piloting the Worth It series on instyle.com.

ELLE

Senior Editor, Beauty & Fitness | 2003 to 2008 | NYC

Founding voice in cultural shift into science-focused beauty reporting.

Worked across departmental teams. Media trained and did local TV news.

- Catalyzed award-winning investigative science and beauty content. Gained trust of doctors and researchers, leading to exclusives.
- Became authoritative voice in fragrance content. Created award-winning fragrance franchise, which was leveraged by ELLE sales team.

SELF

Senior Editor, Beauty | 2000 to 2003 | NYC

Part of team that pioneered practical beauty and wellness content. Influenced early shifts in broader culture from aspirational to attainable.

MIRABELLA

Associate Editor, Beauty | 1999 to 2000 | NYC

Joined category-pioneering team among the first experimenters to recognize untapped opportunity in content creation for midlife women.

EDUCATION

MBA | NEW YORK UNIVERSITY

BA | UNIVERSITY OF VIRGINIA

Data Analytics Professional Certification | PATHSTREAM