

MEGAN DICKERSON

MARKETING STRATEGIST · BRAND BUILDER · SYSTEMS THINKER

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STRATEGIC PROFILE

Strategist, marketer, writer and connector who sees the gap between what something is and what it could become. Builds the messaging, systems, campaigns and relationships that turn scattered work into clear direction and measurable movement. Experience spans professional services, commercial real estate, construction, fitness, community organizations, creative businesses and founder-led brands.

BRAND + POSITIONING	MARKETING SYSTEMS	CAMPAIGN STRATEGY	CONTENT DIRECTION
COMMUNITY BUILDING	SALES ENABLEMENT	DIGITAL MARKETING	PERFORMANCE ANALYSIS

CURRENT WORK

Founder & Marketing Strategist

FYI: FOR YOUR IMPACT · PHOENIX, AZ

- Built a strategy and discovery platform designed to move meaningful work from information to impact.
- Created the Momentum Method, business audits, outreach engines, reusable client resources and feature systems.
- Lead positioning, messaging, marketing systems, campaigns, community connections and implementation strategy for founder-led businesses and organizations.

Digital Marketing Specialist

KCM · PART-TIME

- Analyze Google Ads Search and Performance Max performance across local-service and construction accounts.
- Translate spend, CTR, CPC, conversion rate, CPL, keyword behavior, geography and budget pacing into clear weekly direction.
- Develop keyword, negative-keyword, ad relevance and audience recommendations within limited-budget environments.

Stylist & Client Advisor

NORDSTROM · SCOTTSDALE, AZ

- Build client relationships through personalized styling, wardrobe strategy, appointments and ongoing outreach.
- Translate individual goals, fit needs and lifestyle context into clear recommendations and high-touch service.

SELECTED LEADERSHIP EXPERIENCE

Marketing Systems & Content Strategy

CSG CONSULTANTS

- Built centralized request workflows, content systems and service-line frameworks supporting 12 departments.
- Connected marketing activity to clearer visibility, accountability and performance rhythms.
- Contributed to +287% comments, +214% page views and a 21% engagement rate.

Marketing Leadership & Sales Enablement

TOUCHSTONE COMMERCIAL PARTNERS

- Led rebrand, campaigns, collateral, websites, proposals and business-development support for 12 broker teams.
- Designed marketing around active opportunities and the business each team was working to win.
- Supported a commercial real estate platform that generated \$345M+ in revenue over a 30-month period.

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SELECTED IMPACT + PORTFOLIO

Retention, Community & Brand Marketing

EVOLVE TRAINING CENTER

- Created targeted email campaigns, member outreach, events, partnerships and retention-focused programs.
- Strengthened brand consistency while making marketing a reason for members to participate and stay connected.
- Increased engagement by 40%.

Internal Digital Platform

RATCLIFF MARKETING CENTER

- Shaped an internal marketing resource around clarity, access and how teams actually work.
- Led experience strategy, information structure, platform content and launch communication.

Brand Story & Community Campaigns

TAP-IN DANCE CENTER

- Built storytelling and content direction around dancers, place, creative energy and belonging.
- Connected brand, event content and community visibility so promotion felt like an invitation.

Community Strategy & Brand Direction

LAUNCH PHX · VICTORY OUTREACH PHOENIX

- Built a season-wide brand and community system designed to move students from invitation to belonging, discipleship and leadership.
- Developed the Season 2 strategy, identity, voice, 12-month campaign plan, social and email systems, event runtime, merch direction and crew ownership.

Paid Media Analysis

CONSTRUCTION + LOCAL SERVICE CAMPAIGNS

- Reviewed Search and Performance Max lead quality, keyword behavior, targeting and budget efficiency.
- Improved cost per lead from approximately \$192.62 to \$77.60 during the reviewed reporting period.

HOW I WORK

STRATEGIST Find the real problem underneath the requested deliverable.	OPERATOR Build the workflows and systems that keep ideas moving.
STORYTELLER Make complex work understandable without flattening it.	CONNECTOR Notice the person, partnership or opportunity that creates leverage.

TOOLS + CAPABILITIES

Google Ads · Google Analytics · Search strategy · PPC reporting · Content calendars · Campaign planning · Website strategy · Brand messaging · Proposals · Sales collateral · Email marketing · Social media · Community partnerships · Events · Client experience · Notion · Canva