

# Meghan Rygg

## Brand Marketer • Creative Director • Writer

A creative leader with more than 15 years of experience helping B2B and B2C brands tell their stories and build enduring relationships with their customers. I'm passionate about developing a deep understanding of the customer and leading creative teams and agencies to deliver work that seizes attention and drives results. I'm equally comfortable wearing multiple hats as part of a small team or leading large teams of creatives and marketers.

### WORK EXPERIENCE

#### Senior Director, Marketing

Nov 2018 – May 2022

##### New Western

- Directed all aspects of New Western brand during a period of explosive growth when the company achieved **70% YOY revenue growth and increased its national footprint to more than 40 offices**
- Led New Western brand re-positioning and visual identity refresh in 2020, resulting in an **11.85% increase in web lead conversion**
- Developed REI on Tap event branding and strategy resulting in **more than 100 networking events hosted across 16 cities and 10 states** and generating more than **900+ Eventbrite followers and a Meetup network of 3,300+ members**
- Created messaging strategy, wrote copy, and provided creative direction for email nurture programs for New Western and Sherman Bridge Lending, including a bi-weekly newsletter to investors averaging **40%+ open rate and resulting in a 135% increase in website traffic from email**
- Established organic social media strategy for New Western, resulting in **follower growth of 80% on Instagram, 50% on LinkedIn, and 20% on Facebook**
- Developed New Western customer case story strategy and led creative development from content production through distribution
- Conducted research, created customer personas, and mapped customer journeys for Sherman Bridge Lending within first 90 days of hire
- Ensured integration between internal teams, agencies, and freelance partners
- Facilitated 2020, 2021 and 2022 strategic planning sessions with co-founders and executive leadership team
- Managed public relations program for New Western, Sherman Bridge Lending, and HomeGo; achieved recognition as a 2021 Inc. 5000 Fastest-Growing Private Company, 2021 BBB Torch Award for Ethics Finalist, 2022 Great Place to Work, Fortune 50 Best Small and Medium Workplaces in Texas, as well as numerous media placements in national and regional publications
- Created the brand reputation strategy resulting in a **181% increase in positive online reviews** and increasing New Western's **Facebook rating from 3.2 to 4.5 stars and BBB rating from 2.8 to 4.2 stars**
- Introduced Voice of the Customer program and case management process to effectively address negative customer experiences
- Established an employee engagement program to welcome new hires and reward top-performers for achieving sales milestones
- Launched online company store for New Western merchandise and apparel

### CONTACT INFO

- Frisco, TX (Open to Remote)
- 214.418.6863
- meggrygg@gmail.com
- linkedin.com/in/meghanrygg
- meghanrygg.com

### SKILLS

- Branding & Identity
- Brand Reputation
- Brand Strategy
- Content Marketing
- Copywriting
- Creative Direction
- Creative Strategy
- Email Marketing
- Lead Nurturing
- Public Relations
- Social Media Marketing
- Strategic Planning

### INDUSTRIES & BRANDS

**Real Estate:** New Western, HomeGo

**Telecom:** AT&T, MetroPCS

**Financial Services:** Bank of America, Wells Fargo, Sherman Bridge Lending, ING

**Retail:** Rent-A-Center, Dell, Michaels, JCPenney, CompUSA

**Consumer Packaged Goods:** Tate & Lyle, Simply Essentials, SunTree Snack Foods

**Healthcare:** Salude Rehabilitation Center

**Education:** Manhattan Prep

**Cultural:** Perot Museum of Nature & Science

### EDUCATION

#### The University of Texas at Austin

Bachelor of Arts in English with Departmental Honors

## Freelance Brand Strategist and Writer

Jan 2000 – Present

meghanrygg.com

- Strategize, concept and provide copywriting for independent clients and advertising agencies
- Write for web, museum exhibits, magazines, B2B collateral, direct mail, and more

## Senior Director, Brand Marketing

Apr 2017 – Mar 2018

Rent-A-Center

- Led a team of 12, overseeing brand strategy, messaging, in-store marketing, Hispanic marketing and internal creative
- Set creative and messaging strategy for campaigns based on consumer insights, creative/message testing and previous performance
- Introduced cross-channel Customer Lifecycle messaging strategy based on analysis of customer attrition studies and Voice of the Customer data
- Overhauled email template creative, resulting in second highest Click-to-Open Rate at launch and reduced unsubscribes
- Launched new brand positioning and channel strategy in Puerto Rico
- Oversaw creative development and ensured campaign integration across agencies and channels (digital, print and mass)
- Led development of consumer research to determine value propositions, sales offers, and messaging for customers and prospects
- Collaborated with agencies and stakeholders to identify opportunities to improve positioning and drive traffic, conversion and retention

## Brand Strategist/Associate Creative Director

Jul 2013 – Mar 2015

Redonk Marketing

- Led project discovery consisting of stakeholder interviews, brand and competitive research, business goal setting, content audits, customer journey mapping, persona development and user story/flow creation
- Partnered with UX team and developers to ensure strategy and creative met user needs and could be executed within technical parameters
- Developed MetroPCS email nurture strategy to onboard new customers
- Wrote creative briefs and content for all digital and print creative, including websites, email, videos, presentations, and new business proposals

## Sr. Copywriter/Associate Creative Director

Apr 2007 – Jul 2013

Javelin Agency

- Managed day-to-day creative for a \$4M AT&T Business Solutions account
- Provided creative direction, led a team of 4 copywriters and art directors, and wrote copy for AT&T Business Solutions, AT&T U-verse CLM, AT&T DSL, AT&T eServices/eSupport, Mitsubishi, and ING accounts

## Creative Manager

May 2006 – Apr 2007

CompUSA

- Provided creative direction for internal team and agency partners
- Led a team of 18 creative supervisors, art directors, and copywriters

## REFERENCES

"Meghan is adept at translating consumer segment needs into ideas for brand strategies that drive the business. When faced with a complex problem, Meghan is the person you'll want to turn to. She is a good listener, a strong leader and most importantly; decisive. She is a valued and trusted partner to anyone who is privileged enough to work with her."

*Maria Tapias*  
Partner, The Voice Society  
maria@thevoicesociety.com  
281.460.6490

"I had the pleasure of working alongside Meghan to drive change for an established retail brand, Rent-A-Center. Her dedication, work style and ability to tap into customer insights were stand out. I was impressed at how quickly she learned the target, established a brand voice and created more meaningful touchpoints for our customers. A true senior leader who leads by example."

*Sarah Philips*  
Vice President Marketing,  
Rent-A-Center  
saraephilips@gmail.com  
214.502.2411

"An extra rare talent, highly skilled in combining an 'Ad Agency heart' with a 'McKinseyian mind'. Meghan truly excels in providing creative direction, always staying true to the brand strategy. She is a natural leader focused on getting the best out of her team and partners."

*Leonardo Bastera*  
Partner, The Voice Society  
leo@thevoicesociety.com  
832.431.0048