

# Megan My Quyen Do

✉ meghanmqdo@gmail.com ☎ (316) 992-1150 📍 Brooklyn, NY 🌐 linkedin.com/in/megando

## SUMMARY

Entertainment and marketing professional with 10 years experience in managing brand partnerships from pre-sale to renewal. Specific expertise in delivering 360°, full-service marketing campaigns, where experiential, digital media, acquisition strategy, production, and celebrity and artist partnerships intersect. Organized, practical professional, with excellent communication, great team working skills and a passion for entertainment and music.

## EXPERIENCE

### Senior Manager, Solutions Development - Integrated Marketing

Live Nation Entertainment - Media & Sponsorship

New York, NY

Aug 2017 - Present

- Marketing leader within the Tech / Telecommunications sales vertical, part of Live Nation's high-margin, \$500M+ Media & Sponsorship division, with a focus on big tech, handset, audio and music streaming categories
- Key player in contributing to Live Nation's nine consecutive years of double-digit revenue growth, with Media & Sponsorship growing 17% in 2019
- Responsible for bringing in \$35M+ new client business across U.S. and global territories in 2019 and renewing 50% of business year-over-year
- Manage relationships and multi-million dollar P&L with top agencies and brand partners including Tinder, T-Mobile, Verizon, Rakuten, Slack, SiriusXM, Spotify, Hulu, Amazon, Google, LG, Samsung, General Mills and more
- Oversee and manage the creative process of pre-sale pitch collateral including decks, white papers and executive summaries, increasing margins to 50% with efficiencies
- Work with the 10-person Global Sales team to identify opportunities, build sales strategy and lead the pitching and presenting process, taking a leadership and outward facing role with clients
- Collaborate cross-functionally with 60+ member Creative, Production, Strategy, Media, Insights, Brand Management and Measurement teams to ideate and execute major live music platforms for brand partners

### Senior Account Manager

LoveLive / Show Cobra

New York, NY

Nov 2014 - Dec 2016

- Managed multi-million dollar accounts for global marketing agency, servicing over \$10M of client business across N. America and the UK
- Was responsible for music and entertainment categories, delivering branded content programs, live streams, sponsored content, and production for marquis live events such as the Super Bowl, for clients including Kia, Pepsi, Spotify, Bose, Verizon, AOL, Warner Music, Moët Hennessy USA, among more
- Oversaw day-to-day communications, budgets, invoicing, and content and production deliverables across accounts, ensuring efficient project delivery and client approval
- Activated marketing, insights & analytics, and PR teams to exceed campaign targets by implementing proprietary content engagement and data reporting practices
- Collaborated with top agencies, management firms, labels, publishers and publicists of artists including Chance The Rapper, Miley Cyrus, Macklemore & Ryan Lewis, Josh Charles, Albert Hammond Jr. and Darren Criss, among more, to solidify talent participation, uphold all deal requirements, and guarantee partner satisfaction
- Worked onsite with Creative, Talent and Production teams, cultivating new ideas for client upsell opportunities, identifying emerging artists partners, and refining branded content executions
- Promoted to an elevated position under 1.5 years, assuming senior responsibilities for major accounts and taking a lead outward facing role with clients

### Community Manager

Carrot Creative

New York, NY

Nov 2012 - Dec 2013

- Oversaw online community management and distributed content strategies for VICE Media's internal agency, servicing core brand clients including Jaguar USA, Proximo Spirits, Unpakt and Warner's Bras
- Managed daily content delivery to social communities across platforms, ensuring audience growth (over 100% avg success rate), key conversions, and real time reporting to achieve greater lift across campaigns
- Sourced and leveraged consumer and content insights to develop and refine social media strategies in order to maximize fan engagement and grow communities, increasing agency's overall campaign success rate
- Ideated and executed creative strategies to integrate social marketing into conferences and events such as the LA, Chicago and Detroit Auto Shows and Gilt Groupe events, increasing onsite attendance and customer acquisition
- Supported account management and strategy teams in new business pitches and RFPs, representing agency capabilities in digital distribution and audience development across creative and technology categories

### Senior Digital Strategist

RFIBinder

New York, NY

June 2011 - Oct 2012

- Managed digital content creation and distribution across owned-and-operated and social channels for several CPG brands including Talenti Gelato e Sorbetto, Malaysia Kitchen, Tupperware, Akerman Senterfitt, al fresco Chicken Sausage, Dr. Praeger's, Pilsner Urquell USA, Scharffen Berger Chocolate Maker, Dagoba Organic Chocolate, Johnson & Johnson
- Maintained audience growth responsibilities, setting acquisition and conversion benchmarks, and outperforming targets
- Handled all talent acquisition logistics and campaign executions for brands launching celebrity endorsement partnerships
- Supported activations and live events with concurrent social coverage, optimizing onsite attendance and empowering brand awareness
- Worked with high profile media publications and bloggers, initiating fan engagement and publicity for content pieces, events, and overall brand campaigns
- Point person for all financial and audience metrics, including online advertising, search optimization, consumer analysis, behavioral trends, and brand perception, across all client accounts

## KEY SKILLS

### HARD:

- Budgeting
- Creative Writing
- New Business Development
- Project Management
- Product Marketing
- Microsoft Office Suite (Word, Excel, PPT)
- Keynote
- Photoshop
- Research / Data

### SOFT:

- Communication
- Presenting
- Creativity
- Collaboration
- Management
- Organization
- Time-Management
- Confidence
- Clear Speech and Writing
- Team Building

## EDUCATION

Bachelor of Science in Journalism, Strategic Communication (Advertising)

Bachelor of Arts in American Studies, Popular Culture

The University of Kansas  
Lawrence, KS

## INTERESTS



Reading 40+ books a year



Cooking without recipes



Saying "hi" to every dog I see



Traveling for food



Obscure pop culture facts



Making people unsolicited playlists

## VOLUNTEERING

- Vietnamese Boat People
- PFLAG NY - Safe Schools Program
- New York Cares

References available upon request