

# MEGAN YANG

A Marketing Communications Specialist with comprehensive responsibilities, looking to build a long-term career. I've managed projects in fast-paced, dynamic, entrepreneurial environments and always get the job done.

I'm personable, organized, have a strong work ethic, and an enduring desire learn. These qualities are easy to say, harder to explain, and probably best understood by speaking with those I've worked with and by meeting me in person. Let's connect.

## EXPERIENCE

### DJO (Carlsbad, CA)

The world's largest manufacturer of orthopedic devices used for rehabilitation, pain management, and physical therapy.

#### Marketing Communications Specialist 2/2018–Current

- Develop Integrated Marketing Plans for DJO's B2C brands.
- Lead and implement social media strategy across several levels of the business.
- Maintain social media scheduling and content management. Responsibilities include agency oversight, moderation, and reporting.
- Manage cross-functional B2B and B2C creative projects, campaigns, and content creation.
- Photo & video shoot planning & execution.
- Manage day-to-day relationships with sponsored athletes and partners.
- Collaborate with E-Commerce, Creative, and Sales teams as well as external digital agencies to implement brand & retail strategy.
- Introduce new products to market.
- Support Sales in day-to-day initiatives by producing distributing collateral and POP assets.

#### Jr. Product Marketing Manager 8/2017–3/2019

- Introduced new products through market and pricing analysis, PR, training and education, etc.
- Supported the rationalization and planned obsolescence of products.

### Startup Grind (Redwood City, CA)

Startup Grind is an international company powered by Google that creates a global community for entrepreneurs. Startup Grind hosts a variety of networking and educational events, including its annual global conference that features over 100 speakers and 3,000 attendees.

#### Marketing Events Coordinator 1/2018–2/2018 1/2017–2/2017 1/2016–7/2016

- Worked directly with Vice President of Marketing & Partnerships to plan and execute corporate events, including Startup Grind's Annual Global Conferences (3,000+ attendees), and regional conferences.
- Managed vendors for Startup Grind events.
- Collaborated with sales, marketing, and sponsors to develop marketing materials and campaigns for pre-event and on-site activation.
- Primary point of contact for speakers, partners, and VIP guests.
- Supervised volunteers and provided on-site execution during major conferences and events.

## MORE ABOUT ME

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San Diego, California



## EDUCATION

Santa Clara University  
Leavey School of Business  
2013–2017

- Bachelor's in Marketing
- Women in Business Club

## QUALIFICATIONS

Organized	<div><div></div></div>
Flexible	<div><div></div></div>
Communication	<div><div></div></div>
Problem Solving	<div><div></div></div>
Creative Cloud	<div><div></div></div>
Word	<div><div></div></div>
Excel	<div><div></div></div>
PowerPoint	<div><div></div></div>
Facebook	<div><div></div></div>
Instagram	<div><div></div></div>
Twitter	<div><div></div></div>
LinkedIn	<div><div></div></div>

## ACTIVITIES & INTERESTS

### Volunteer

- Ronald McDonald House at Stanford
- Women's Gathering Place
- Estrella Family Services

### Business & Social

- VP of Communication; Women in Sports and Events (WISE)

### Extracurricular

- Golf
- Yoga
- Skiing
- Hiking
- Cooking