

Meghan Tinker Paynter

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Professional Experience:

Budget Dumpster – Westlake, OH

Communications Manager – December 2019 to Present

- Manage the format and content for staff-wide internal communications, including announcing company acquisitions, launching new brands and soliciting employee feedback.
- Devised and enacted an internal newsletter with the goal of improving employee engagement and brand connection; write and manage content for monthly newsletter in partnership with Human Resources and company leaders.
- Write video scripts, interview talking points and email communications for the leadership team.
- Led the creation of a crisis communication plan; wrote and developed all crisis response statements.
- Write and distribute press releases announcing awards, sponsorships and company milestones.
- Assist in the writing and creation of brand language and brand voice documentation to guide the development of multiple brands.
- Develop and maintain social media strategy and compile reporting to illustrate success.
- Lead the creation of social media content and work with graphic designer to develop imagery.

Content Specialist – October 2017 to December 2019

- Wrote SEO-focused blog articles consistent with brand voice and tone.
- Reported on content performance using Google Analytics to measure referral traffic, audience engagement, conversion, click-through-rate and keyword ranking.
- Updated and published website content daily.
- Worked with content management systems, PowerPoint, Microsoft Office, Google Analytics and Microsoft Excel daily.
- Initiated community partnerships by researching opportunities for event sponsorships and product donations.

Major Accomplishments:

- Applied for and won six awards for the company in 2020, including two new awards.
- Promoted from content specialist to communications manager and empowered to lead internal communications, assist in the launch of new brands and lead discussions on crisis communication planning.
- Doubled Twitter following for the Budget Dumpster brand in 24 months; Increased referral traffic from social media sites for 3 consecutive years.
- Developed relationships with six new community organizations in 2019, leading to mutually beneficial sponsorship opportunities.

Downtown Cleveland Alliance (DCA) - Cleveland, OH

Communications Manager - August 2014 to October 2017

- Guided social media and website strategy by creating editorial calendars, writing content and managing channels on a day-to-day basis.
- Developed internal strategies to improve employee communication, including distributing meeting minutes and writing weekly emails featuring updates from leaders.
- Led all content initiatives with the goals of increasing brand awareness, improving engagement and driving website traffic.
- Worked with graphic designer and director of marketing on the creation of all marketing materials.
- Responded to press inquiries daily, scheduled interviews, prepped reporters and acted as media spokesperson.
- Researched, wrote and produced content for three monthly newsletters distributed to 12,000 recipients.
- Acted as project manager for the creation and execution of all communication and marketing programs.

- Led the creation of three annual publications, managing editors, graphic designers and freelancers writers.
- Tracked and analyzed media coverage and used report to build media lists and pitch stories.
- Wrote and edited content including e-newsletters, blog articles and quarterly reports to support fundraising initiatives and event marketing.
- Collaborated with executive staff members to research, edit, and produce scripts for external presentations.

Major Accomplishments:

- Assisted in earning 28 news placements for Winterfest 2016.
- Increased email open rate to more than 25 percent, higher than the industry average for non-profits.
- Grew Twitter following from 31,100 in August 2014 to more than 72,000 in 2017.
- Guided the creation, design and launch of DCA's new website, which attracted 21,000 more unique viewers in 2016 than in the previous year.

Karpinski Engineering - Cleveland, OH

Marketing Coordinator – November 2013 to August 2014

- Developed content translating highly technical engineering and design work into digestible stories.
- Updated intranet weekly to include employee announcements and upcoming events.
- Managed and wrote content for quarterly internal newsletters distributed to three office locations.
- Created editorial calendar for blog and social media, connecting timely events to engineering-themed content.
- Designed marketing materials in Adobe InDesign, working directly with photographer and graphic designer.

Education:

Ohio University, E.W. Scripps School of Journalism, Athens, OH
 Bachelor of Science in Journalism, Cum Laude, June 2011
 Public Relations sequence

Community Involvement:

- American Lung Association, Fight for Air Marketing Committee Member – September 2020 to Present
- Beck Center for the Arts, Marketing Committee Member – October 2018 to Present
- Lakewood Girl Scouts, All Hands Volunteer – June 2019 to Present
- Friends of Madison Park, Director of Marketing – August 2020 to Present