

Sean Meagher

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Summary

Performance-driven marketing professional with more than 7 years of experience developing multi-channel campaigns focusing on authentic, content-based approaches to drive discovery, engagement, conversion, and brand loyalty. Creative problem solver skilled at maximizing impact by applying strategies for continual optimization. Passion for connecting Marketing, Customer Service and Product Development teams to maximize revenue and customer retention.

Experience

Director of Marketing - Samson, Hartke and Michael Kelly Brands

Samson Technologies, Hicksville, NY 2015–Present

- Brought audience-first marketing strategy to three brands resulting in deeper connections to target markets
- Created Samson content strategy from the ground up - including blog and social activations, positioning Samson as a thought leader in the pro audio space
- Implemented influencer-led social campaigns to build brand awareness
- Manage all Amazon content and sponsored advertising, resulting in +10% revenue growth year-over-year
- Developed digital marketing campaigns, updated packaging, and in-store displays for Best Buy product lines, resulting in +15% year-over-year growth
- Using a data-driven approach, including survey and social listening, located gaps in the market that led to new product development including the Samson Go Mic Mobile (co-inventor and patent holder) which is responsible for +5% of overall brand revenue
- Develop all integrated marketing plans across three brands, including social media, partnerships, digital marketing, public relations, and content strategy
- Lead a marketing team with offices in the U.S. and China

Senior Product Manager

Samson Technologies, Hicksville, NY 2009–2015

- Determined product positioning, feature prioritization and competitive analysis for B2B marketing assets
- Successfully decreased average development time while increasing the number of concurrent projects
- Implemented a web-based project management solution that increased efficiency and communication across teams
- Negotiated agreements and licensing deals with engineering firms
- Coordinated with industrial, mechanical, and electrical design teams to ensure projects met performance objectives as well as scheduled deadlines
- Led product pricing strategy and analysis, as well as negotiated costs with manufacturers

Education

Master of Business Administration Marketing & International Business

Baruch College, Zicklin School of Business
Beta Gamma Sigma Honors Society
New York, NY

Bachelor of Music

Berklee College of Music
Boston, MA

Skills

- Brand Strategy
- Content Creation
- SEO/SEM
- Product Development Lifecycle
- Digital Marketing
- Social Media Marketing
- Email Marketing
- Project Management
- Art & Creative Direction
- Trade Show and Event Architecture
- Website, Ad & Technical Copywriting
- B2C & B2B Marketing
- Product Packaging Design
- POS/POP Design
- Adobe Creative Suite
- Figma
- Microsoft Excel (advanced)
- Google Analytics
- Salesforce
- Microsoft Project
- Hootsuite

Highlights

Interview on Cheddar TV from NYSE
September 26, 2017

<https://youtu.be/Hn2lv5gjGQo>

Created and hosted interview series
“Kickback with...”:

<https://youtu.be/x2QkHHOjZnk>

Article published in Worship AVL

<https://www.worshipavl.com/details/64275-technology-portable-loudspeaker-systems>

Awarded Patent [US10,448,157](#)