

MEGAN PASCHALL

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MARKETING & GROWTH LEADER

Marketing leader with 15+ years of experience across agency, consulting, in-house, and independent environments, spanning healthcare, education, manufacturing, real estate, entertainment, automotive, and technology verticals. Combines full-funnel campaign strategy, performance marketing, analytics, and cross-functional leadership to turn business objectives into measurable growth. Trusted partner to executive teams and clients for translating complex data into clear strategy, building scalable processes, and leading teams and campaigns that perform.

CORE EXPERTISE

Marketing Strategy & Leadership • Go-to-Market Strategy & Execution • Integrated & Full-Funnel Campaigns • Performance Marketing • Marketing Analytics & Attribution • Audience Strategy • Digital & Paid Media • Cross-Functional & Team Leadership • Client & Stakeholder Management • Process Development • UX & Conversion Strategy • Marketing Operations

EXPERIENCE

Strategic Operational Partner

August 2025 - Present

Carnopoly Ventures, Vernon, TX

- Built client-onboarding, media strategy, and account review processes for an agency client portfolio, directly producing \$300K+ in annual internal business savings.
- Built an internal campaign-monitoring application that scores campaign performance daily, flags inconsistencies, and delivers automated alerts via Slack and email.
- Increased social media following by 126% in one month through entirely organic growth.
- Partner with executive leadership to translate company strategy into go-to-market priorities, operational plans, and measurable business outcomes.
- Lead go-to-market execution across pilot onboarding, implementation, adoption, and ongoing program support.
- Develop strategic partnerships and serve as the bridge between leadership, product teams, and client operations, ensuring solutions fit real-world workflows.
- Identify operational roadblocks and process gaps, coordinating across teams to accelerate execution and support growth.

Digital Media Strategist

July 2022 - August 2025

Simantel Group, Peoria, IL

- Developed and optimized multi-channel, full-funnel paid media strategies for global B2B business units, aligning campaign strategy with client objectives, audience behavior, and performance goals.
- Delivered a flagship full-funnel campaign generating \$8.6M in revenue against a \$2M goal, with 9x the clicks-to-target benchmark and 73.6M impressions.
- Delivered a campaign ROI of 5,077% and earned two nominations for Employee of the Quarter.
- Served as lead subject matter expert for media strategy and analytics, advising clients and colleagues on campaign measurement and performance questions.
- Transformed complex marketing and audience data into actionable insights that informed paid media, organic content, creative strategy, and on-page user experience.
- Presented media strategies, campaign briefs, performance findings, and recommendations to clients and key stakeholders.

- Trained and educated agency colleagues and clients on evolving media, analytics, and industry trends.

Independent Marketing Contractor

October 2019 - July 2022

Self-Employed, Vernon, TX

- Managed paid media and marketing initiatives on behalf of agencies across health and wellness, education, real estate, insurance, entertainment, and other industries.
- Delivered end-to-end marketing support spanning strategy development, paid media, copywriting, Google Analytics, conversion attribution, and campaign implementation.
- Advised clients on marketing goals, measurement frameworks, and KPIs to establish clear definitions of success.
- Developed performance reporting that connected campaign results to client business objectives and informed ongoing strategy.

Digital Marketing Manager

May 2015 - October 2019

Vernon Auto Group, Vernon, TX

- Led a five-person marketing team executing full-funnel marketing strategy across paid and organic channels.
- Developed and implemented strategies that increased lead volume by 32% while reducing cost per acquisition by 41%.
- Directed digital marketing strategy, campaign execution, audience acquisition, and performance optimization.
- Built processes that increased efficiency across inventory organization and advertising operations, used well beyond my tenure.

PROFICIENCIES

Paid media: Google Ads, Meta Ads, LinkedIn Ads, DV360, CTV, Programmatic Display, YouTube Ads

Analytics & marketing technology: Google Analytics 4, Google Tag Manager, Looker Studio, Tableau, SEMrush, Salesforce, Quantcast, eMarketer

Additional: Microsoft Excel, PowerPoint, SEO fundamentals, UX design, audience research, case study development, performance reporting, marketing automations, AI-assisted workflow and application building