

Meredith Sasseen

email@meredithsasseen.com

Boulder, Colorado 805-636-8182

Brand Identity & Marketing Strategist
Sales Training & Management Experience
Account Director - Client Management
Formal Media Training - Strong Presentation Skills
Digital Advertising Analyst - Trained Research Analyst
Black Belt Recipient - Wellness / LOHAS Category Knowledge

Education

Northwestern University

Completed portion of Post Graduate Classes toward degree prior to relocation.
Master of Science (MSC), Communications and Media Studies, 2007 – 2009

University of Wisconsin-Stevens Point

BA, Communications, 1990 – 1994

Honors

Who's Who Among Students in American Colleges & Universities
Sigma Tau Delta Honor Society
Business and Professional Women -Young Careerist of the Year
Dale Carnegie Highest Award for Achievement

Certifications

Sales Trainer, NLP Certified Practitioner (Neuro-Linguistic Programming)
National Academy of Sports Medicine Certified Personal Trainer
Certified Anusara-Inspired Yoga Instructor
California State Certified Massage & Bodywork Somatic Therapist, License 61271
Edelman Public Relations – Professional Media Training

Brand Identity, Marketing & Media Consultant

3outcomes Media Group

May 2001-Sept 2006, August 2007-Present

Key Skills:

Sales & Media Training, Brand Strategy, Video Interviewing & Editing, Affiliate Sales, Re-branding Strategy

Brief Client List:

Massage Envy and Spa	Designed & Implemented California State Regional social media strategy
Revenue Science	Advised on online media analytics used for media presentations for investors & trade shows
Microsoft/Ad-ECN	Interviewed 20 Internet Media executives for viral social media video series
Adzilla New Media	Internal sales and media training, trade show prep
Whole Life Media	urth.tv and Whole Life Expo partnerships and affiliate marketing plans
Personal Life Media	Developed & hosted 55 show series podcast & defined social media strategy
Yoga Studios	Created online campaigns and ambassador programs
Professional Yoga Teachers	Advised Anusara teachers on re-branding & social media concepts
Hapkido International	Online and offline strategy and launch of social media
LA YOGA Magazine	Video content for social media use – Interviews & Strategic Plan
Yoga Pod	Video content, media strategy

Director of Marketing & Media

ad:tech - dmg world media

September 2006 – July 2007

Hosted weekly radio show with industry experts in social media frontier.
Media buying to support 8 national conferences.
Partnerships and Affiliate marketing programs designer and facilitator.

Director & Analyst, Digital Marketing Strategies Group

Jupiter Research

October 1999 – March 2001

Managed eight employees, serving 100 consulting clients with analytical digital marketing strategies.
Communicated key points during weekly by national TV & print media interviews.
Wrote analytical research, presented findings & presented regularly at industry conferences.

Director, Internet Division

The Sharper Image, sharperimage.com

April 1999-October 1999

Served as key communicator for Internet division with 45 national interviews, 25 speeches & five keynotes.
Sky-rocked brand awareness & media savvy with national press and industry trades.
Hired high performing team within 18-weeks to launch new web channel.
Planned & bought media to support 30 million dollar business.

Digital Media Manager

Chicago Tribune

September 1997-April 1999

Increased revenue, traffic and brand awareness through online media strategic plans.
Clients included: 3Com, American Express, Midwest Ad Agencies.
Promoted to Business Development Manager for 6-month period.
Invited to participate in high-level strategic meetings with Tribune senior executives.
Started first Internet Marketing Association in Chicago, national spokesperson.

Internet Sales Director

24/7 Media Inc. & Katz Media

July 1995-September 1997

Client consulting on web development, user interface and audio/video content.
Served as National TV Sales representative in transition from WBAY-TV.
Negotiated, sold and positioned 50 national TV stations to agencies & consumer brands.
Served as on-air personality for Monday Night Kickoff for Green Bay Packers.

More on Meredith Sasseen....

"Meredith has **mastered the art of communications**, and one of her **greatest talents is in unearthing the real issues** at hand for successful resolve. I've been impressed at how consistently she is able to create meaningful relationships that result in **win-win scenarios** for all parties. She is **also incredibly creative** and is **a factory for ideas that are shaping our industry.**"

"Meredith **brings courage and vision to her work** in social media as well as relationship management. She **is not afraid to take calculated risks** and seems to carry that rare quality of one who is smiled upon by Fortuna. I would highly recommend her for any marketing relations work."

"Meredith is energetic and creative and **thinks outside the box.**"

"I was impressed with her **team building skills** and her **love of both marketing and technology**. I recommend Meredith and have confidence that any company will find her to be a **strong and active leader with exceptional PR and marketing skills.**"