

# Meegan Tevebaugh

DIRECTOR, MARKETING

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**A data-driven digital marketing strategist and performance optimization expert with over 15 years of experience in SEO, paid media, and conversion optimization, Meegan is passionate about bringing clarity to digital complexity and delivering measurable ROI.**

Meegan is a versatile digital marketing leader with comprehensive experience across agency and in-house environments. She guides businesses to grow their digital footprint through strategic integration of content, paid media, and SEO, crafting performance-driven campaigns that connect strategy to measurable outcomes across multiple industries.

## EXTENSIVE EXPERIENCE IN:

PPC & Paid Social  
SEO Strategy  
Landing Page Optimization & CRO  
A/B Testing  
Content Creation & Copywriting  
HubSpot  
Campaign Reporting

Meegan has led digital marketing initiatives for service-based clients, startups, and small businesses, consistently delivering exceptional results including 35% ROI increases, 25% improvement in lead conversion rates, and 60%+ year-over-year organic traffic growth. Her expertise spans Google Ads, Meta Ads, LinkedIn campaigns, technical SEO audits, and full-funnel digital marketing strategies. She excels at cross-platform campaign management, data interpretation, and translating complex digital challenges into actionable, results-driven solutions.

She earned her Bachelor of Arts in Marketing & Writing from Arizona State University and a Master of Fine Arts in Marketing, Writing & Film from the Academy of Art University.

## KNOWN FOR:

Strategic  
Digital  
Marketing

Conversion  
Optimization

SEO & Paid  
Media  
Integration

Content &  
Website  
Strategy

