



digital marketing | brand | strategy | social media

megmedia.ca

MEG MEDIA PORTFOLIO

MEG STEWART, DIGITAL MARKETING CONSULTANT

TABLE OF CONTENTS

1 Introduction

2 About Me

3 Work Experience

4 Projects - Web

5 Projects - Copywriting

6 Featured Clients

7 Testimonials

8 Contact



INTRODUCTION

“I find the right words for the right audience. Creating customized marketing strategies, crafting compelling copy, and building internal and external brand strategies is my passion. I love helping small businesses tell their stories across all relevant digital channels.”



ABOUT ME



Welcome to my creative retrospective ...

My name is Meg Stewart.

I am an experienced digital marketer, copywriter and brand strategist. I'm in my happy place when I'm working with small businesses and nonprofits, finding creative solutions to their marketing problems.

I look forward to the opportunity to collaborate with you on your next marketing project!



RECENT WORK EXPERIENCE

Marketing Consultant

MEG MEDIA

2024+

- Build digital marketing strategies for small businesses
- Provide social media strategy and account management
- Perform website content audits and report on recommendations
- Copywriting for: websites, blogs, articles, ads

Marketing Manager

Red Ear Media

2021-2023

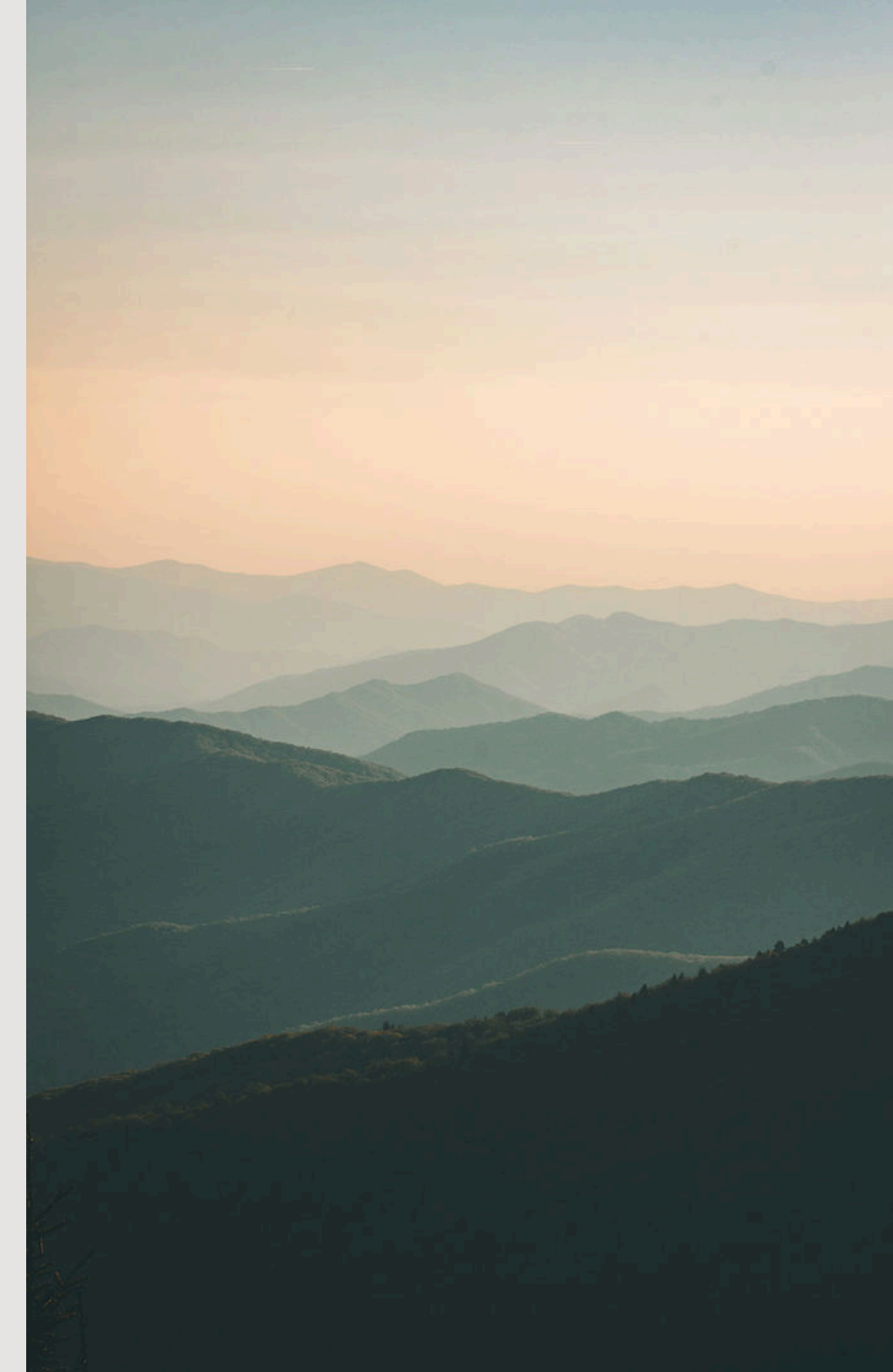
- Managed 6-12 digital projects at a time, developed timelines, built project proposals
- Assigned work to team members and freelancers
- Built and tracked budgets
- Worked with local nonprofits on website designs and digital strategies

Marketing Manager

Aqualitas

2020-2021

- Composed press releases, creative briefs and strategic communications plans
- Coordinated social media plans and successfully executed them for two brands across four channels
- Managed relationships with digital and creative agencies



PROJECTS - WEB



Brightside Integrated Health ([SITE HERE](#))

- Brand strategy
- New site structure, layout, SEO copy
- Digital advertising strategy



Black Ice Society ([SITE HERE](#))

- New site structure, layout, SEO copy
- Sponsor recruitment strategy
- Event fundraising tactics



Halifax Harbour Bridges ([SITE HERE](#))

- Existing site content audit
- Project management for new site
- SEO copywriting and sitemapping



PROJECTS - WEB



Golding & Associates (SITE HERE)

- Revised site structure, layout, SEO copy, location pages
- Blogging strategy



Alivera (SITE HERE)

- New site structure, layout
- Digital advertising coordination
- SEO copywriting



COVE (SITE HERE)

- Project management
- Select SEO copywriting
- Coordinated site re-launch



PROJECTS - COPYWRITING



CBDC ([SITE HERE](#))

Online business profiles:

- The Business of Beauty ([READ](#))
- 2 Rad Tattoos ([READ](#))
- Spotlight Bookkeeping ([READ](#))
- Vintage Jewellers Ltd. ([READ](#))



Ambitions Magazine ([SITE HERE](#))

Feature writing:

- Community in a Crisis ([READ](#))
- Cover Story: Like a Boss ([READ](#))
- From Basement to Barrel ([READ](#))



Pineapple Eventworks ([SITE HERE](#))

Blogging:

- Top 10 Signs you Need an Event Planner ([READ](#))
- Take Me Higher ([READ](#))
- An Ode to Intimate Weddings ([READ](#))



MEG MEDIA FEATURED CLIENT LIST



TESTIMONIALS



Brian MacAulay, MSW, RSW

Owner

Brightside Integrated Health

I have worked with Meg as the case manager for a website build and ongoing advertising. She has been very responsive to my needs and has produced exemplary work. I would highly recommend her for any such task.



Jennifer Nicholls

Communications Manager

CBDC Hants-Kings

Meg is wonderful to work with! It has been wonderful to hand off a project and know that the project management, client coordination, and copywriting are all looked after. We have been very pleased with the work products and how easy (and fun) it is to work with Meg.



Dean Smith

Board of Directors Member

Black Ice Society

Meg was incredibly attentive to our needs, appreciated the importance of our history, and helped us find the best ways to showcase our history in today's fast paced social media world. We are so pleased with her work.



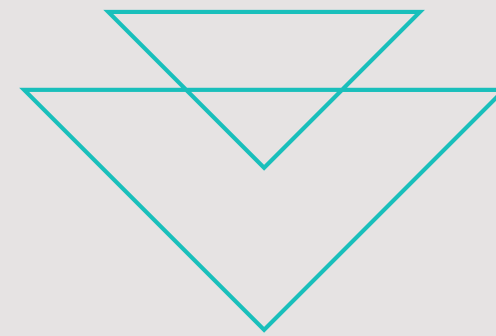
LET'S TALK!



Ready to make your marketing goals happen?

Contact me to discuss your next project.

Let's get started!



www.megmedia.ca

902-830-7301

meg@megmedia.ca

Halifax, Nova Scotia



Marketing Portfolio