

Megan Tate.

Social Media Manager · Visual Designer · Photographer

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SEE MY WORK

\$1M+

first-year revenue for a CBD brand,
zero ad spend

7+ yrs

running social, design and email
for an agency

5

platforms managed daily for B2C
and B2B brands

3

gallery exhibitions as a
photographer

PROFILE

Social media manager, visual designer and photographer who handles the whole campaign: I plan the content, design it, shoot it, send it, and keep the client in the loop. My organic social and Klaviyo email work helped a CBD brand reach **\$1M+ in first-year revenue without paid ads**. Open to remote and hybrid roles.

EXPERIENCE

Social Media Manager & Client Relations | Visual Designer

01/2018 - Present

ProInternet AI · prointernetai.com · formerly ProInternet.TV · Centennial, CO

Colorado digital marketing and AI systems agency, founded 1998, serving B2B and B2C clients nationwide.

SOCIAL STRATEGY & GROWTH

- Contributed to **\$1M+ in first-year revenue** for a CBD eCommerce brand with **zero paid advertising**, through organic social and lifecycle email.
- Run strategy, content calendars and daily publishing on Instagram, Facebook, TikTok, LinkedIn and X for brands including **SleeperKing Mattress, Texas Remount (TRES), Coddington Speed Shop and FitSauna / LuxSauna**, reaching consumers and B2B buyers in fleet, trucking and EMS.
- Turn trend, competitor and influencer research into campaign ideas; manage comments and DMs to build community and trust.

CREATIVE PRODUCTION

- Design campaign graphics, ad creative, carousels and email layouts in Adobe Creative Suite and Figma, consistent with each client's brand system.
- Shoot product and lifestyle photography and produce short-form video for Reels, TikTok and YouTube Shorts, used across social, email, web and ads.

EMAIL & PAID MEDIA

- Build and optimize Klaviyo flows — welcome, browse and cart abandonment, post-purchase, cross-sell and retention — using segmentation and A/B tests.
- Plan, launch and manage Facebook and Google Ads campaigns.

CLIENT RELATIONS

- Serve as day-to-day client contact, running communication, follow-ups and approvals so work ships on time and on brief.

Real Estate Photographer (Contract)

12/2021 - 05/2022

Independent · Denver, CO

- Photographed residential and commercial listings with HDR and 360° capture, coordinating shoots with agents and sellers and delivering edited images on deadline.

Earlier: guest services & operations

Hospitality at Littleton Golf & Tennis Club; executive assistant and recruiting coordinator at Real Estate Personnel; guest ambassador at Vail Resorts / Beaver Creek, where I earned two Spirit of Beaver Creek awards.

EDUCATION

BFA, Art History & Photography

Metropolitan State University of Denver · 2020

AAS, Graphic Design, Multimedia & Illustration

Arapahoe Community College · 2015

RECOGNITION

Best Graphic Design Portfolio,
Arapahoe Community College

Exhibited photographer: 40West Arts District, MSU Center for Visual Art, RAW Artists

EXPERTISE

- Social strategy
- Content calendars
- Community management
- Creative direction
- Art direction
- Product photography
- Short-form video
- Lifecycle email
- Segmentation
- A/B testing
- Paid social
- Client relations

TOOLS

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Premiere Pro
- Figma
- Canva
- CapCut
- Klaviyo
- Mailchimp
- HubSpot
- Meta Business Suite
- Meta Ads
- Google Ads
- Google Analytics
- Shopify
- WordPress

INDUSTRIES

eCommerce · Health & wellness · CBD · Lifestyle · Automotive · Trucking & fleet · EMS · Luxury rentals · Media & film