

Meredith Koch

MARKETING DIRECTOR

[Nashville](#) | [Marketing Portfolio](#) | [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Director of Marketing with 10+ years of experience leading integrated B2B and B2C marketing strategy within healthcare-adjacent regulated environments plus in nonprofit, education, and SMB sectors. Oversees multi-channel campaigns across digital, web, social, email, and content while aligning marketing execution with organizational and facility-level growth goals. Proven in sales enablement, website optimization, CRM governance, analytics reporting, and brand management. Known for building scalable marketing systems, mentoring teams, and partnering with executive leadership to drive data-informed decision-making, compliance, and sustained performance.

EXPERIENCE

Strategic Marketing Director / Founder

Merit Digital Marketing | Memphis, TN (Remote)

July 2020-Present

- Own digital marketing strategy and performance across healthcare-adjacent, education, nonprofit, and SMB clients, translating business goals into integrated acquisition systems spanning Google Search & Display, SEO, web, email, and CRM.
- Lead planning and optimization of paid search and display programs (Google Ads), driving 300% website traffic growth within six months and establishing paid media as 59% of total site traffic for priority accounts.
- Direct SEO strategy, content optimization, and technical improvements across WordPress sites to improve organic visibility, UX clarity, and conversion pathways.
- Own KPI frameworks, GA4-based attribution, and Looker Studio dashboards, providing executive-level visibility into funnel health, conversion performance, and ROI.
- Manage \$30K+ in annual marketing budgets and direct leadership teams on sustainable growth, data integrity, accessibility, and privacy-conscious digital practices.

Simulation Operations Specialist

University of Tennessee Health Science Center | Memphis, TN

January 2024-August 2025

Supported cross-functional healthcare education initiatives within a regulated academic medical environment, partnering with faculty, administrators, and operations teams to improve execution clarity and program consistency.

- Support operations, documentation, and internal process improvement within a regulated healthcare education environment.
- Developed SOPs and operational documentation that reduced onboarding time by 10+ hours per employee during the first 90 days.
- Coordinated 4–6 person interdisciplinary teams for high-stakes simulation events, ensuring compliance with healthcare education standards.
- Supported internal communications, training workflows, and documentation governance in alignment with confidentiality and regulatory requirements.
- Contributed to process optimization initiatives that improved scheduling efficiency and reduced setup errors across recurring programs..

Interim Email Marketing Manager

Center for Professional Advancement | East Brunswick, NJ (Remote)

August 2021-January 2022

Supported marketing and sales enablement initiatives within a professional education organization.

- Generated \$40K in revenue within 60 days through targeted direct email campaigns supporting course enrollment and audience engagement.
- Audited and governed a 20K+ contact CRM database, establishing standards for segmentation, data integrity, deliverability, and consent-based communications.
- Designed lifecycle workflows and scoped HubSpot CRM architecture to support scalable marketing automation, reporting, and long-term growth.

Digital Marketing Manager

Tennessee Shakespeare Company | Memphis (Hybrid)

July 2018-July 2020

Led digital marketing and brand strategy for a nonprofit performing arts organization, overseeing storytelling, integrated campaigns, and audience growth initiatives.

- Executed integrated campaigns across social media, email, and community channels to increase brand visibility and audience reach.
- Oversaw brand strategy and storytelling aligned to audience expectations and community values.
- Increased B2B customer acquisition revenue by 15% and sold out performances using organic and community-driven channels.

Co-Founder and Programmatic Director

Byhalia Area Arts Council | Byhalia, MS

January 2011-July 2018

- Hired and managed 8-10 subcontractors for seasonal programming and event coordination, safely staffing annual youth arts camps of 60+ students ages 8-16.
- Created 4-5 monthly social content posts and managed customer service inquiries, providing positive online customer experiences to match in-person interactions.
- Built foundational systems supporting sustainable growth and stakeholder engagement.

Freelance Editor

Koch Writers | Memphis, TN (Remote)

August 2011-August 2015

- Provided editorial, marketing communications, and writing support for medical education and nonprofit organizations.

EDUCATION

Digital Marketing Professional Certificate | Vanderbilt University

Digital Marketing Professional Certificate | American Marketing Association

Digital Marketing Analyst Certificate | Southwest Tennessee Community College

Bachelor of Arts in Professional & Technical Writing | University of Memphis

Certifications:

[Google Search Ads Certificate](#) | Google, Inc

[B2B Marketing Strategy Certificate](#) | LinkedIn

[Creative Strategy Professional](#) | Meta (Facebook)

TECHNICAL SKILLS

Web & Content: WordPress, SEO, content strategy, UX optimization

Email & Social: Mailchimp, Constant Contact, lifecycle automation, audience segmentation

Analytics & Reporting: GA4, Looker Studio, KPI dashboards

CRM & Systems: HubSpot, Salesforce (basics)

Advertising & Testing: Google Ads, bid management, ad copy testing, multivariate testing

Project Management: Asana, Trello, cross-functional workflow coordination