

Megan Drost-Granett

Event Marketing Manager · Community Engagement · Creative Producer

FIERY. SWEET. TRUE.

CONTACT

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LOCATION
Ewing, NJ

LINKEDIN
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CORE COMPETENCIES

- Event Strategy & Production
- Brand Unification & Messaging
- Community Engagement & Audience Development
- Content Creation & Copywriting
- Email Marketing & Newsletter Authorship
- Social Media Management & Scheduling
- CRM & Inbound Lead Generation
- Nonprofit Development & Grant Writing
- Live Show Production & Talent Coordination
- Cross-functional Team Collaboration
- E-Commerce Operations & Vendor Management

TOOLS & PLATFORMS

MARKETING & CRM
HubSpot, Salesforce, ClubReady, DonorPerfect

SOCIAL & SCHEDULING
Later, SocialHub, Cast, Digital Stack, Trello

E-COMMERCE & FINANCE
Shopify, BOLD Commerce, Xero

EVENT MANAGEMENT
ReadySetAuction

DESIGN & CONTENT
Canva, Adobe Creative Suite, Google Workspace, Microsoft Office

CERTIFICATIONS

SEO for Beginners
Yoast SEO · Feb 2024

LinkedIn Content & Creative Design
LinkedIn · Feb 2024

LinkedIn Marketing Strategy
LinkedIn · Feb 2024

LinkedIn Marketing Solutions
Fundamentals
LinkedIn · Feb 2024

Professional Summary

Dynamic marketing and events professional with 7+ years of experience bridging creative storytelling with concrete business strategy across trade shows, live events, nonprofit development, and community production. Skilled at unifying brand voices, building audience engagement, and producing memorable experiences that elevate local talent and amplify organizational narratives. Equally at home developing global marketing campaigns for B2B platforms, writing grant proposals for historic preservation, and producing live burlesque showcases that center equity, fair pay, and community.

Professional Experience

Marketing Manager

MAR 2025 - PRESENT

m|events · Remote, United States

- Leads brand unification efforts as part of the 2025 global m|events merger, aligning US and EU account teams across web, email, and social channels.
- Serves as primary marketing strategy head for trade show events and association membership engagement.
- Acts as creative producer of on-site content for marketing and promotional purposes at live events.
- Authors and owns the m|events newsletter and blog, driving education and consistent brand communication.
- Plans and manages company event presence, including coordination of the annual User Conference.

Marketing Manager

DEC 2023 - PRESENT

F2B Services (Freelance) · Hillsborough, NJ

- Manages full digital presence for F2B Services, creating educational content on the digital revolution within the trade show industry.
- Promotes partner collaborations and curates inbound leads for the sales pipeline.
- Responsible for media organization and brand treatment across all channels.

Business Development & Marketing Representative

DEC 2021 - DEC 2023

F2B Services · Hillsborough, NJ

- Created connection and education opportunities for events professionals to explore interactive technology and visual storytelling in the exhibit hall.
- Produced innovative email marketing campaigns highlighting new product advancements and client projects.
- Developed and maintained relationships with professionals across the live events industry.

Co-Creative Director

2025 - PRESENT

Fiery Sweet and True Burlesque Productions · Lehigh & Delaware Valley, PA/NJ

- Co-founded and co-directs an independent burlesque production company producing original shows throughout the Lehigh Valley and Delaware Valley regions.
- Oversees all creative production elements including show concept development, staging, performer direction, and audience experience design.
- Committed to highlighting local talent with a strong emphasis on equitable, fair-pay models for all performers.
- Manages community outreach, marketing, and social media presence to grow audience engagement and build an inclusive arts community.
- Coordinates logistics for live productions including venue relations, technical requirements, ticketing, and event-night operations.

Digital Consultant

MAR 2018 - JAN 2022

Nickas Media Marketing (Freelance) · Newton, NJ

- Copywritten social media content for lifestyle, fitness, and design clients across multiple platforms.
- Researched and optimized hashtag, Google Ads, and keyword performance to improve organic and paid reach.
- Managed content scheduling via Trello, Later, Cast, and SocialHub for a diverse client portfolio.

Assistant to the Director

APR 2018 - DEC 2021

Delaware River Mill Society (Freelance) · Stockton, NJ

- Maintained donor database using DonorPerfect; authored member solicitation communications and event outreach.
- Organized the annual Progressive Dinner Auction using ReadySetAuction, managing donations, dinner host logistics, and final auction payments.
- Wrote and distributed press releases for Mill Society events to regional news outlets and web sources.
- Researched and authored grant application materials to support historic preservation and programming initiatives.
- Transcribed and edited contracts for catering, decorator, and client agreements.

Junior Head of E-Commerce & Vendor Operations

NOV 2018 - DEC 2021

Original Skateboards · Portland, OR (Remote)

- Built and maintained Shopify backend catalog via Stock and Buy; implemented product logic options using BOLD software.
- Oversaw daily retail and wholesale order processing and fulfillment through remote warehouse management.
- Managed international wholesale accounts with multi-thousand dollar seasonal orders.
- Facilitated sales and accounting reports and ran projections to inform purchasing decisions.
- Authored internal training documentation on system operations and company best practices.

Education

Bachelor of Arts, English Language & Literature

Rutgers University · New Brunswick, NJ · 2017-2021

- GPA: 3.862 · Graduated Summa Cum Laude
- Awarded the Henry Rutgers Honors Scholar designation for the poetry collection "Maybe I'm Not Really a Career Woman."
- Completed a thesis in Creative Writing with High Honors.
- Activities: Rutgers Phi Beta Kappa, School of Arts and Sciences Honors Program, Clover CrossFit & CrossFit Level 1 Certification Training