

Levi B. Megnin

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EXECUTIVE SUMMARY:

Marketing & Communications Leader with 7+ years of experience managing multichannel strategies and end-to-end project lifecycles. Expert in leading cross-functional teams to drive brand consistency, optimize operational efficiency, and deliver high-impact digital and print communications that align with corporate business goals.

WORK EXPERIENCE:

Bron Tapes — Marketing Manager

January 2026 – March 2026 | Denver, CO

- Spearheaded the integration of a Product Information Management (PIM) system, improving organizational data efficiency by 30% and streamlining cross-channel asset deployment.
- Led high-velocity multichannel campaigns across LinkedIn, Meta, Google, and print, driving a 15% increase in monthly lead volume within the first 90 days.
- Boosted ROI by 12% via deep-dive Google Analytics behavior and performance data.
- Managed a team of 2 to execute brand-aligned strategic marketing initiatives.

Canvas Credit Union — Senior Digital Marketing Specialist

September 2021 – January 2026 | Denver, CO

- Led integrated multichannel advertising campaigns across LinkedIn, Google, and print media, driving measurable engagement and high-quality lead generation.
- Developed and execute integrated digital strategies across SEO, SEM, email, app, and web to improve organic traffic by 22%, and paid conversion rates by 18%.
- Managed multi-channel marketing initiatives end-to-end, overseeing timelines, workflows, and cross-functional alignment to ensure efficient execution.
- Collaborated with Creative, IT, and Product teams to deliver high-performing digital assets and enhance user engagement, contributing to 10% year-over-year retention growth.

Red Robin Gourmet Burgers — Email and Digital Engagement Lead

October 2019 – September 2021 | Denver, CO

- Directed email and SMS strategies that increased click-through rates by 23% and conversions by 12%.
- Managed automated marketing programs for 5 million loyalty members. Executed full lifecycle strategy from segmentation and A/B testing to final approval.
- Managed campaign QA, hit 99.2% deliverability and 14% higher open rates.

Pikes Peak Harley Davidson — Brand Marketing Coordinator

May 2018 – October 2019 | Colorado Springs, CO

- Optimized digital performance by increasing web conversions 11% and email open rates 16% through analytics-driven UX enhancements, social media campaigns, and targeted A/B testing.
- Managed a \$100K events budget, increasing event attendance by 20% through cross-channel marketing efforts.

EDUCATION:

- M.S. Organizational Leadership & Project Management | Colorado State University Global
- B.S. Integrated Communications & Leadership | Colorado State University Pueblo

CERTIFICATIONS & SKILLS:

- **Marketing:** SEO & SEM | Email Marketing | CRM | Automation | Multichannel Execution | Digital & Print Asset Management | Stakeholder Management | Paid Media
- **Technical Tools:** Google Analytics & Ads | HubSpot | Salesforce | Asana | Sprinklr | MS Project | Looker Studio
- **Certifications:** Google Ads Certified | Google Analytics Certified | HubSpot Email Marketing | Moz Keyword Research & SEO Strategy