

Megan Cole

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Communications and brand storytelling specialist with experience spanning nonprofits, startups, events, healthcare, higher education, journalism and digital marketing.

Professional Experience

Communications and Marketing Consulting

Washington, DC

Brand and Communications Strategist | August 2022 - Present

- Helps companies by developing strategic campaigns, communication plans, and digital assets that build brand trust and audience engagement, focusing on mission driven initiatives

ATS Innovations Inc. (Medical Device Startup - MetaFlex® Gloves)

Washington, DC

Brand Manager | January 2025 - December 2025

Remote

- Collaborated with clinical specialists and managed teams to align marketing strategy with product education through developing social campaigns, brand development and email marketing

The Gardner School

Franklin, TN

Digital Content Specialist | August 2024 - July 2025

- Developed and executed integrated digital content strategy across web, email and social platforms to strengthen brand alignment, product marketing and increased audience engagement by 28%

Middle Tennessee State University

Murfreesboro, TN

Adjunct Professor of Digital Media Skills (Part-Time) | May 2021 - January 2025

- Instructed undergraduate students in digital content creation and website development through hands-on curriculum focused on applied storytelling and multimedia strategy

Work Horse Wellness, LLC (Healthcare Startup)

Nashville, TN

Communications, Marketing and Brand Storytelling | May 2023 - October 2024

- Directed communications strategy for several product lines, managed a team of marketing strategists and aligned messaging with e-commerce campaigns and increased sales by 40%

Tennessee Justice Center (Legal Services Nonprofit)

Nashville, TN

Digital Media Coordinator | August 2022 - January 2024

- Developed digital communications assets, website redesign and brand guidelines supporting nonprofit advocacy, events and fundraising initiatives, increased audience reach by 72%

Encounter Productions

Nashville, TN

Founder and Creative Director | May 2019 - August 2022

- Ran operations and delivered 200+ projects across commercial, corporate and private event sectors

Education

Master of Science in Media and Communications

Middle Tennessee State University | Murfreesboro, TN

Bachelor of Science in Journalism

Middle Tennessee State University | Murfreesboro, TN

Skills

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|-----------------------------|----------------------------------|--------------------------------|
| • Adobe Creative Cloud | • Integrated Marketing Campaigns | • Website Development |
| • Brand Strategy | • Communications Planning | • Shopify, Canva, Teams, Asana |
| • Email Marketing Platforms | • Generative AI Tools | • SEO Optimization |
| • Crisis Communications | • Event planning and Management | • Partnership Management |