

# MEGAN BUNGEROTH

## EDITORIAL DIRECTOR & CONTENT MARKETING SPECIALIST

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### SUMMARY

Strategic storyteller and expert in content marketing, journalism, editing, and leading copy teams. My work amplifies lifestyle brands through vivid, powerful stories and data-driven content.

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### WORK EXPERIENCE

**Editorial Director** January 2019–November 2023  
**DCI Marketing, Milwaukee, WI (remote)** (current role)

- Transformed legacy print publication, Subaru Drive, into digital-first content ecosystem, including an SEO-driven website, e-books, newsletters, video & social
- Increased organic search traffic to SubaruDrive.com by >500% through optimization and strategic content plan
- Develop, edit and publish features, lists, guides and lifestyle articles to engage and inform Subaru owners and prospects, resulting in 78% of Subaru owners who find Drive content valuable to their overall ownership experience. 36% of readers are more likely to purchase a Subaru because of Drive
- Lead 6-person editorial team to produce impactful, effective copy for brochures, retailer communications, email campaigns, glance media, in-store digital programs and fixtures

**Editorial Director** March 2015–December 2018  
**Guerrero Media, Chicago, IL**

- Deployed UX research and Sprint methodology to refine brand vision for Profile magazine serving executives across industries
- Created Insight newsletter and subscriber acquisition strategy anchored by HR Talent Report
- Managed 4–5 direct reports on creative team, created coaching sessions and resources

**Managing Editor** January 2011–January 2015  
**Straus News & Manhattan Media, New York, NY**

- Managed staff and freelance reporters to produce weekly local newspapers covering Manhattan neighborhoods
- Worked with design on layouts, managed social media, planned community events, contributed news stories, op-eds and essays

[LinkedIn Profile](#) | [Portfolio Site](#)

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## EDUCATION

**Master of Arts, Journalism** 2009 – 2010  
Craig Newmark Graduate School of Journalism, New York, NY  
Concentration in Arts & Culture journalism

**Bachelor's Degree, English & Theatre** 2003 – 2007  
Muhlenberg College, Allentown, PA  
Graduated Suma Cum Laude, with high honors in Non-Fiction Writing

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## AWARDS, VOLUNTEER WORK, PROJECTS

### Content Marketing Awards, 2021

- Winner, Special Topic Issue: Drive Magazine, Spring/Summer 2020

### FOLIO Awards, 2020

- Winner, Instructional/How-to, Custom/Content Marketing: Drive Performance Magazine, "Heel-toe Downshifting Demystified"
- Winner, Single Article, Custom/Content Marketing: Subarudrive.com, "A Father-Son Camping Trip"
- Winner, Video, Custom/Content Marketing: "Subaru Owners Help Clean Up Yosemite National Park"

### Association of Women Journalists-Chicago

Board Member, 2015 – 2022

- Collaborated with all-volunteer board to support non-profit organization promoting gender equity in journalistic coverage and opportunities in the greater Chicago area

### Air Hares, Video Game & Graphic Novel

Co-creator, founded 2019

[airhares.com](http://airhares.com)

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## PROFESSIONAL SKILLS

Content Marketing	People Management	Brand Storytelling
Journalism	Editorial Calendar	Editorial Strategy

## TOOLS

Adobe InCopy	CoSchedule	Canva Pro
Active Campaign, Mailchimp	Smartsheet, Jira, Trello	SEMRush

## CERTIFICATIONS

**HubSpot Academy**, Content Marketing Certification, November 2023

**eCornell**, Strategic Storytelling Certificate, November 2023

**LinkedIn Learning**, Leadership Strategies for Women, May 2023