



Megan Benoit

Experience

📍 August 2021 - Present

AO2 Management powered by Seller Labs • Remote

Senior Account Manager

January 2023 - Present

- Serve as primary point of contact for 15 to 20 Amazon sellers
- Ensure implementation of operational and advertising best practices
- Manage over \$100,000 in monthly advertising spend leading to over \$1.4 million in total sales
- Counsel sellers in building brand presence on and off Amazon
- Create and execute tailored strategies aligned with each brand's objectives
- Oversee 5 account coordinators and 4 college interns, and provide insight to account managers
- Develop educational content for both internal and external use
- Support the account director for the development of strategy and ideation for new and existing clients

Account Manager

August 2021 - December 2022

- Served as main point of contact for 15 Amazon sellers
- Conducted biweekly performance reviews to overview the previous month's KPIs, discuss future campaigns, and share Amazon news and updates
- Provided personalized insights for enhancing their Amazon businesses
- Daily data analysis for the development and implementation of customized strategies
- Collaborated with a 15-member team to achieve client objectives and adhere to budgets
- Directed and supervised 7 Account Coordinators to ensure task completion
- Led projects involving Amazon Storefront redesigns and listing optimizations

📍 October 2021- March 2022

Mattera Management

Free Lance Writer

- Served part-time content writer for a women and children rehabilitation home
- Produced engaging and heartfelt website and social media content
- Encouraged follower engagement and support through clear and persuasive posts
- Aligned content with the home's mission, goals, and curriculum
- Maintained the organization's tone of voice in all written materials

📍 July 2020- July 2021

Annoine Marketing + Design

Brand Manager

- Managed marketing activities and acted as the primary liaison for 12 diverse clients
- Supervised various aspects of marketing, including social media, video production, blog posts, and email marketing
- Directed a team of 4 professionals in planning and implementing quarterly campaigns
- Authored social media and blog content while also serving as the main editor for the agency's 30 clients

📍 May 2019 - August 2019

Fellowship of Christian Athletes

Marketing Intern

- Served as primary content producer for Maryland summer camps
- Wrote blogs and generated visual content for social media
- Captured and edited videos highlighting the impact of God's work through sports camps
- Aimed to inspire and engage others to participate and contribute to these meaningful experiences

Contact

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Address

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Education

2020

Communication: Public Relations

Minors: Religion and French

Berry College

Awards

2020 Kathy Richardson Public Relations award

Awarded to the top public relations student in the graduating class

2020 Wayne Rollins Work Award

Awarded to students that contibuted greatly to their departments

2019-20 Omnicron Delta Kappa

A leadership honor society

Volunteer Work

Samaritan Purse Hurricane Relief

January 2023

CentriKid Camp Leader

July 2021

Young Life Leader

August 2016 - May 2020

Young Life Camp Summer Staff

July - August 2017

Church

South Tampa Fellowship

I started attending after moving to Tampa in December 2022