

Megan Davis

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Professional Summary

Communications expert with years of experience helping organizations tell their stories and leading projects to successful, on-time, and on-budget outcomes. Both a published writer and former classroom educator, adept at applying educational insights to team cultivation, relationship-building, and forward-thinking strategy development. Known for clear, compelling communication—whether writing or speaking—and leading with curiosity, empathy, and a focus on purposeful change-making.

Work Experience

Founder and Creative Director Black Dog White Cat Productions

📅 05/2013 – present 📍 NEW ORLEANS, LA, USA

- Designs graphic content to meet client needs, highlighting brand visibility.
- Delivers high-quality photography for events.
- Collaborates with editors to create engaging stories and writing to satisfy deadlines.
- Adapts to diverse project requirements, aiding successful outcomes.
- Guide creative direction, producing compelling content and creative storytelling.
- Handle all aspects of business operations, from content creation to client relations.

Marketing & Communications Director Loyola University College of Law

📅 10/2023 – 12/2024 📍 NEW ORLEANS, LA, USA

- Manage strategic marketing campaigns, advancing enrollment and \$1M surplus.
- Steer alumni outreach, exceeding donation goals by 16%.
- Edit award-winning content, elevating school profile.
- Revamp internal communication, improving information flow.
- Liaise with leadership to harmonize marketing approaches with university direction.

Director of Communications Young Audiences

📅 07/2022 – 10/2023 📍 NEW ORLEANS, LA, USA

- Directed brand management, ensuring consistent standards across the network and communications channels.
- Executed PR campaigns with networks, growing visibility and boosting community engagement.
- Increased network enrollment by 28% through targeted recruitment strategies.
- Oversaw social media strategy to 8% growth in engagement and a 26% rise in followers.
- Wrote and supervised marketing budget, aligning with recruitment goals.

Cluster Marketing Manager Hilton

📅 12/2021 – 07/2022 📍 NEW ORLEANS, LA, USA

- Promoted to administer marketing and branding for five New Orleans and Atlanta hotels.
- Acted as a key liaison with external agencies, PR professionals, and influencers.
- Led digital marketing efforts, doubling paid reach and topping the comp set for summer room bookings.
- Pioneered vibrant marketing activations, such as Yoga on the Rooftop and Drag Me to the Roosevelt.
- Increased social media reach by 61% on Facebook and 110% on Instagram.

Skills

Project Management	Crisis Communication	Public Relations	Adobe Suite
Photography	Writing/Copywriting	Editing/Copyediting	Strategic Planning
Digital Marketing	Branding	Visual/graphic design	Content Creation

Skills

Teaching Analytics Stakeholder Engagement Fundraising
Team Leadership Mentoring Public Speaking Creative Direction

Education

Public Administration | Coursework Tulane University

📅 01/2021 – 07/2021 📍 NEW ORLEANS, LA, USA

12 hours coursework: Equity, Diversity, & Inclusion; Leadership; Public Administration; Public Organizational Leadership, Cross-Sector Partnerships, and Stakeholder Engagement, 4.0 GPA

Teaching | Master's Northwestern State University of Louisiana

📅 08/2010 – 05/2013 📍 NATCHITOCHEs, LA, USA

Magna Cum Laude, 3.7 GPA

English | Bachelor's Northwestern State University of Louisiana

📅 08/2003 – 12/2006 📍 NATCHITOCHEs, LA, USA

Cum Laude, 3.5 GPA

Certificates

📅 10/2024

Foundations of Project Management Google

📅 11/2023

Certified Digital Marketing Expert Digital Marketing Insitute

📅 12/2022

Foundations of Digital Marketing & E-Commerce Google

Volunteering

VP - Board of Directors PFLAG

📅 12/2021 – present 📍 NEW ORLEANS, LA

Strengths

Strategic thinking # Connection # Contextualizing # Ideation # Strategic planning # Crisis management

Public relations # Team leadership # Media relations # Brand development # Writing # Communication

Hobbies



Playing music.



Reading voraciously.



Getting strong.



Cheering for the New Orleans Saints.