



# I am Meg

DIGITAL STRATEGIST, MARKETER & CREATIVE

Hi, I am Meg – a neurodivergent creative, recovering people-pleaser, and lifelong bookworm who believes in doing work that feels aligned, not performative. I've worn many hats over the years: strategist, designer, team lead, blogger, podcaster, and marketing manager—but at the core, I'm someone who thrives on helping people turn chaos into clarity.

I'm a deep thinker with a soft spot for underdogs, a knack for simplifying the overwhelming, and a passion for building things that last. I work best with a giant coffee in hand, a dog at my feet, and a good playlist in the background. I care about connection, honesty, and mental health just as much as I care about conversions and click-throughs.

Whether I'm brainstorming book launch ideas, mentoring other creatives, or geeking out over productivity tools, I show up with heart, strategy, and the kind of enthusiasm that only comes from doing work you actually believe in.

## Get in Touch

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## Skills & Tools

### Marketing & Strategy:

ARC Campaigns · Email Marketing · Content Strategy · Substack Planning · SEO · Editorial Planning · Author Branding · Event Planning · Amazon Listing Optimization · Launch Campaigns · Review Team Management

### Tech & Systems:

WordPress.org · WordPress.com · Shopify · Squarespace · Wix · Elementor · Zapier · BookFunnel · Substack · Flodesk · MailerLite · Mailchimp · Blogger · Google Workspace · ClickUp · ToDoist · Slack · Asana · Monday.com · OpenAI

### Design & Content Creation:

Web Design · Canva · Social Media Graphics · Reels · Instagram Carousels · Promotional Graphics · Press Kits · Branding Kits · Logo Design · Book Cover Design · Digital Assets for Events & Signings · Landing Pages

### Soft Skills:

Strategic Planning · Client Relations · Team Leadership · Neurodivergent-Aware Communication · Mental Health Advocacy · Creative Problem Solving · Adaptability · Copywriting with a conscience · Skilled at bargaining with overtired toddlers and burnt-out authors alike

## LITERARY INSPIRED

### FOUNDER & STRATEGIC MARKETING LEAD

2021 – Present | Remote

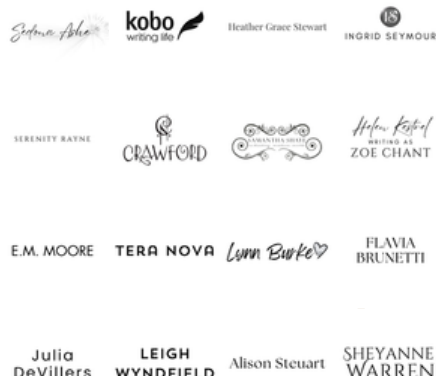
I run a boutique marketing studio that supports indie and traditionally published authors across all stages of their career. From debut launches to multi-book series strategies, I offer flexible, full-spectrum support tailored to how authors actually work. My role blends creative direction, technical setup, and campaign execution to build sustainable visibility without the burnout.

### Key Responsibilities:

- Develop and implement end-to-end marketing strategies for authors, including ARC management, social media content, newsletter strategy, and website optimization
- Build, maintain, and update author websites using WordPress, Shopify, Wix, and Squarespace, aligning structure and copy with each author's brand and goals
- Design genre-aligned promotional materials including social media graphics, cover reveal assets, signing collateral, and launch graphics using Canva
- Plan and manage ARC campaigns via BookFunnel, including reader recruitment, press kits, automated email sequences, and release day support
- Write and schedule monthly newsletters for authors using platforms like Substack, Flodesk, Mailchimp, and MailerLite, with a focus on voice alignment and reader engagement
- Manage Substack setup, branding, optimization, and strategy with ongoing content support
- Coordinate cover design and brand alignment across multiple platforms, ensuring consistent visual and messaging presence
- Support new releases with coordinated group promotions, community engagement, and event logistics, including signing prep and reader group strategy
- Source or create compelling book hooks and marketing angles to build pre-release buzz and maximize post-launch momentum
- Offer end-to-end support for book launches, including timeline planning, strategy reviews, and ongoing campaign refinement
- Automate and streamline back-end systems for onboarding, content planning, and reporting using Zapier, ClickUp, Google Workspace, and Google Forms

## Some of my Clients

Here's a snapshot of some of the authors, brands, and businesses I've had the pleasure of supporting.



## Author References

[click to email them](#)

**Sedona Ashe**  
**Rachel Ellyn**  
**Heather Grace Stewart**  
**Samantha Shaye**  
**Ina Ramos**  
**Ingrid Seymour**

## Personal Projects

### **SORRY FOR THE MESS**

Personal Substack Publication

[messyatthirtyish.substack.com](https://messyatthirtyish.substack.com)

## Volunteer Work

### **TSITSIKAMMA WOLF SANCTUARY**

Web & Marketing Support & Sponsor  
for Navy, the wolf

[wolfsa.org.za](https://wolfsa.org.za)

## Some of my Clients Notable Highlights

- 58+ ARC campaigns managed end-to-end, from recruitment to post-release support
- Supported 80+ authors across genres including romance, romantasy, fantasy, paranormal, self-help, horror, thrillers, and suspense
- Achieved 10+ Amazon Best Seller orange flags on release day through targeted ARC outreach and review team coordination
- Trusted by international best-selling authors including Ingrid Seymour, Sedona Ashe, Sara Sines, Heather Grace Stewart among others.
- Collaborated with platforms and industry brands including Kobo.
- Helped launch debut authors and support transitions from trad-pub to indie with brand realignment, audience growth, and relaunch strategy

[READ CLIENT REVIEWS](#)

[VIEW MY PORTFOLIO](#)

## Previous Work Experience

### **SOMS DIGITAL**

Strategic Business Development Manager | 2019–2025 | Remote

As the strategic lead at a digital agency serving over 100 clients, I oversaw the full marketing ecosystem—from brand strategy and design to content creation and analytics. My role required balancing data-driven decisions with creative execution, managing multiple teams, and building long-term relationships with both clients and collaborators.

#### **Key Responsibilities:**

- Managed digital strategy across 120+ brands in industries including travel, beauty, education, lifestyle, and real estate
- Created multi-platform content strategies that blended SEO, conversion copywriting, and visual storytelling
- Led the implementation of structured internal workflows via ClickUp, improving project turnaround time and client satisfaction
- Supervised a cross-functional team of 11 including writers, designers, and developers
- Wrote and optimized long-form content, product descriptions, ad copy, and website pages based on SEO best practices
- Developed monthly reporting dashboards using Google Analytics and Search Console to track client performance
- Played a key role in pitch development and lead generation efforts, contributing to a 557% growth in new accounts in 2023

#### **Notable Highlights:**

- Designed and systemized client onboarding and delivery process, reducing back-and-forth by over 40%
- Generated over 30 new accounts in one calendar year through improved lead workflows and email strategy
- Regularly brought in to solve brand inconsistencies, develop messaging frameworks, or deliver high-impact campaign copy



**SOME OF MY  
PREVIOUS CLIENTS**

## Other Experience

- Community Manager | British Mums (Dubai) | 2018–2019
- Freelance SEO, Web & Content Specialist | 2016–2021
- Sales & Marketing Manager | Mobile Gaming Revolution | 2013–2017