

Meghan Moeller

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CONTENT LEAD & PRODUCER

Customer-obsessed content leader with 10+ years of experience in content creation, strategy, creator management, and end-to-end production across editorial, branded, live, and social-first digital formats. Known for translating cultural insights and data-driven learnings into compelling storytelling and integrated campaigns that elevate brands and drive growth. Expert in social media landscape, influencer marketing, and cross-functional leadership, with a proven ability to build trust, mentor talent, and deliver seamless productions from concept through launch.

SKILLS

Content Development | Digital Advertising | Content Strategy and Optimization | Influencer Management | Remote and On-location Production | Live Streaming and Events | Digital Shoppable Content | Problem Solving | Brand Marketing | Storytelling | Project Management | e-commerce | Social Media (YouTube, TikTok, Instagram, Snapchat, etc.)

PROFESSIONAL EXPERIENCE

Amazon Live, New York, NY

2020 - 2026

Senior Content Producer

- Scaled TODAY'S DEALS LIVE, Amazon Live's flagship daily deals program, oversaw strategy, product curation, and execution to deliver +10% YoY growth in sales per view.
- Managed end-to-end creative and production strategy on custom shoppable editorial and integrated content campaigns for top global brand partners, including Samsung, Unilever, and Virgin Voyages, consistently surpassing campaign benchmarks in CTR, CPM, and purchase rate.
- Led content strategy, project planning, and day-of-show live operations across functional teams (i.e. Monetization, Marketing, Social, and Production) for high-velocity marquee events such as Prime Day, Black Friday, and Cyber Monday, managing both short-form and 24-hour marathon streams that blend shoppable editorial and branded programming.
- Pioneered new shoppable formats that evolved into weekly franchise programming across key categories, including beauty, tech, fashion, home, kitchen, automotive, and seasonal content.
- Produced immersive, interactive shoppable livestream experiences with celebrities, influencers, authors, and chefs, blending storytelling and commerce that drove direct sales and engagement.
- Owned cross-functional relationships with Amazon retail partner teams (i.e. Books, Beauty, and Devices) and created custom live content that ensured brand alignment across all content touchpoints.
- Led full-cycle production operations from strategic pre-production content planning and creative direction through scripting, set design, live stream execution from the control room, and post-stream reporting.
- Dove deep into KPI's to optimize content performance, translating post-stream data into actionable creative strategies that elevated engagement and conversion.

Sweetie High, Los Angeles, CA.

2019 - 2020

Senior Branded Producer & Executive Producer

- Optimized content programming schedule, and increased video output from 14 videos a month to 25+ videos a month on the same budget.
- Co-managed a team of 8 on-camera producers, talent bookers, social media managers, and editors.
- Created and managed an influencer database of TikTok creators with a 750M+ following. Engaging and overseeing social campaigns with them daily.
- Produced and managed all branded and non-branded video and social media content from pitch phase through delivery and publishing with brands like Netflix, Disney, and JCPenney.
- Oversaw talent scouting, casting, booking, contracts, and negotiations on branded campaigns, specifically for YouTube, TikTok, and Instagram.

- Identified trends across social media, popular culture, and entertainment. Produced daily lifestyle content for GenZ girls on YouTube, Website, IGTV, Facebook, Snapchat, and TikTok.

Buzzfeed, Hollywood, CA

2018 - 2019

Senior Talent Manager & Supervising Producer

- Tripled BuzzFeed's Ladylike YouTube revenue, doubled their views, and watch time in six months.
- Led content strategy, project planning, and oversaw a team of 7 talent/video producers, guiding all aspects of content output lifecycle from brainstorm to publishing. Published 14+ videos per month with an average of 25M+ views.
- Conceptualized trend-worthy YouTube, IG, and Facebook content and led execution on integrations with high-profile brands, including Google, Warner Bros., MGM, and Universal Studios.
- Revitalized overall branding operations, cultivating productive collaborations between sales and brand teams via NYC office visit, and one-on-one sessions. Efforts resulted in the landing of 10 blue-chip brand deals in just 9 months, including Target, P&G, and Netflix.
- Continually boosted Ladylike's visibility and popularity through innovative and fun PR and publicity efforts. Resulted in nominations for a Streamy Award (2018) and Shorty Award (2019).

Big Frame / AwesomenessTV (Paramount Company), Los Angeles, CA

2014 – 2017

Talent Manager & Producer

- Represented 15+ content creators/influencers, developed their personal brands, and led their career strategy.
- Negotiated, created, and managed multiple successful brand integrations with Fortune 500 companies, including Microsoft, Amazon, Walgreens, Pepsi, Target, and Hasbro.
- Developed, produced, and sold multiple pilots and digital series with clients to PBS, Bunim-Murray, Go90, Vimeo, Fullscreen Media, Awesomeness, and Astronauts Wanted.
- Executive Produced the film BAD NIGHT, one of the first hybrid films featuring YouTubers (Jenn Mcallister and Lauren Elizabeth) and traditional talent (Matt Walsh and Molly Ringwald).

Artist First (PYE), Beverly Hills, CA

2007 – 2013

Talent Manager & Producer

- Guided the careers of current and emerging multi-hyphenate talent, including Catherine Reitman, Rob Riggle, and Kerri Kenney-Silver, and actively placed them in pilots, TV series, and feature films.
- Created and co-developed TEA TIME WITH SOPHIA GRACE AND ROSIE with THE ELLEN DEGENERES SHOW. The project was both a linear and digital series, as well as a New York Times best-selling children's book. Their videos have received over 400 million views on YouTube.
- Promoted in January 2011 from founder/partner Peter Principato's assistant to Talent Manager.

THANK GOD YOU'RE HERE (NBC Comedy Series), Hollywood, CA

2006 – 2007

Executive Assistant

- Provided a full spectrum of support to Adam Small and Fax Bahr (Showrunner/EPs).

PROFENCIES

Tools: IBM/MAC, OS, Windows, Adobe Creative Cloud, Airtable, Asana, Canva, ChatGPT, Claude, Film Tracker, Final Cut Pro, Frame.io, Google Analytics, Google Suite, inEntertainment, Microsoft Office Suite, OBS Studio, Pipeline Deals, Shoflo, Slack, Social Blade, Studio System, Tableau, Teamweek, WordPress

EDUCATION

Bachelor of Science in Film/Video 2006 - Drexel University