



Megan K. Garard

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PROFESSIONAL SUMMARY

Communications strategist and content leader with more than 10 years of experience helping organizations connect with clarity, purpose, and consistency. Skilled in simplifying complex ideas through thoughtful messaging, UX writing and cross-functional collaboration. Experienced in brand communications, internal strategy and digital content development, while earning industry recognition and improving engagement across diverse teams and audiences. Known for creating tools and narratives that reinforce consistency, strengthen reputation, and shaping brand experiences. Energized by creative, mission-driven work, especially where storytelling and user-focused design intersect with live experiences, technology, animal welfare, and human rights.

SKILLS

- Communications strategy
- Project management
- Industry award applications
- UX writing and testing
- Content management systems
- Page and presentation design
- Public speaking coordination
- Advertising agency collaboration
- Creative agency relationships
- Written and visual communications
- Marketing communications
- Crisis communications
- Adobe Creative Cloud
- Pitching media
- Audience personas
- Executive ghostwriting and editing
- Event planning and marketing
- Video creation, scripting, editing

WORK HISTORY

DIGITAL COMMUNICATIONS MANAGER

MARCH 2023 TO MAY 2025

Mars Veterinary Health, a division of Mars, Inc.

- Spearheaded the creation of the brand playbook and style guide the Voyager Health practice management system.
- Led strategy, design, and content development for the reimagination of the Voyager Health website in collaboration with internal partners and external creative agency and delivered a simplified, connected and transformative experience.
- Led the development of quarterly program videos; managing agency collaboration, scripting, and voiceover talent selection, while also independently producing internal video content from scripting, storyboarding to editing video, audio and motion design.
- Consulted with stakeholders to align internal platforms and communications with ADKAR change management principles, strengthening adoption and trust.
- Developed and launched team-wide communication strategies, including charters and messaging frameworks, ensuring consistency and clarity across all program touchpoints.
- Facilitated cross-functional collaboration and content reviews, driving higher engagement and branding accuracy across internal communications.
- Guided branding implementation and adoption through coaching, feedback sessions, and digital asset management

SENIOR COMMUNICATIONS CONSULTANT*APRIL 2019 to MAY 2023***ADP, Inc. | Maitland, Florida**

- Nominated to ADP's Emerging Leaders program and selected by senior leadership.
- Optimized project intake and planning processes, accelerating review cycles and stakeholder engagement.
- Led high-visibility communications projects with cross-functional partners, including a seven-part thought-leadership series for Chief Learning Officer magazine, driving high engagement and syndication in ADP's Spark newsletter.
- Elevated town hall experiences by implementing user feedback, increasing NPS by 30%.
- Secured multiple industry awards, including Chief Learning Officer LearningElite Gold (2021, 2022), Organization of the Year (2022), five Brandon Hall Excellence Awards, and a Training Magazine award.
- Championed audience-first messaging strategies to drive adoption, engagement, and brand clarity.

CONTENT MARKETING SPECIALIST*02/2017 to 04/2019***FAIRWINDS Credit Union | Orlando, FL**

- Revamped member onboarding campaign, boosting open rates by 40% and click-through by 35%.
- Led development of targeted content strategies across acquisition, onboarding, and educational journeys.
- Oversaw social media and SEO strategy, improving digital reach by 37% and web traffic by 22%.
- Authored the credit union's first content style guide, driving consistency across marketing and operational communications.
- Partnered with UX and product teams to launch intuitive chatbot, business banking platform, and redesigned product pages.

ASSOCIATE PRODUCER, BRAND MARKETING*09/2011 to 02/2016***Travel + Leisure | Orlando, FL**

- Selected for Leadership Bench program following executive board presentation.
- Coordinated creative execution of global rebranding campaign across 200+ resorts.
- Contributed to print and digital campaigns achieving record-breaking conversion rates.
- Managed onboarding and marketing for 30+ new resort properties through collaboration with product, inventory, and design teams.
- Maintained knowledge portal for sales and support teams via SharePoint intranet.

EDUCATION**Certificate** | Brand Management
University of London, online*11/2024***Certificate** | Change Management
Acuity Institute, online*03/2021***Bachelor of Science** | Journalism, Print
University of Central Florida, Orlando, FL
Dean's List*12/2009*