

TEGAN M. ZIMMERMAN
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2 S. Greenwood Ave. #114, Park Ridge, IL 60067

EDUCATION

The University of Iowa, Iowa City, Iowa: May 2009
B.A. Communication Studies + Minor in Journalism/Mass Communication

HONORS AND ACHIEVEMENTS

- 2013 Draft FCB, Game Changer: awarded to individuals making an impact in the agency
- 2009 Graduate of the first ever Career Leadership Academy at the University of Iowa
- 2008 Lambda Pi Eta Scholar: highest honor awarded to top students in Communication Studies by the National Communication Association

PROVEN EXPERIENCE

Walgreens Boots Alliance (Formerly Walgreens)

April 2014- Present

Senior Manager, Content Strategy and Planning (Current role since April 2016)

- Develop and oversee the Walgreens enterprise content strategy, content mix and content strategies for key businesses (Beauty, Beauty Enthusiast, Health, Pharmacy, Photo and Seasonal)
 - Scaled content creation by developing processes and working with key stakeholders (legal, creative, sourcing, marketing), tripling the amount of content created YoY
 - Spearheaded first Walgreens LIVE! strategy and implemented first Facebook Live! Campaign
 - Revamped monthly Health Newsletter strategy resulting in top open and engagement rates
 - Launched first ever digital publication for Beauty Enthusiasts
- Work cross-functionally with Merchandising, Media Relations, SEO, Marketing, Retail Brands and Creative to develop multi-channel content and distribution plans
- Product manager of the Adobe Digital Asset Management Tool, currently working to scale the tool across the organization to improve content workflows, publishing and measurement
- Lead cobranded content partnerships with publishers like Refinery29, CondeNast, WebMD and Time
- Currently managing and measuring against a \$3MM+ budget

Marketing Manager, Mobile (May 2015- April 2016)

- Digital marketing lead for the award winning Walgreens Mobile App
- Led largest mobile innovation campaigns for Walgreens including: Apple Pay + Balance Rewards, Android Pay + Balance Rewards and 2016 Mobile App Re-launch

Marketing Manager, Social (April 2014- May 2015)

- Social strategy and planning lead for Walgreens Photo and Seasonal businesses. Included paid and organic strategy
- Social media lead for first ever Walgreens Red Nose Day campaign, developed framework for future "360" campaigns
- Formulated social strategy for key supplier partners including: J&J, P&G and Unilever

Draft FCB (IPG), Social Media Strategist

June 2012- April 2014

- Crafted social media and content strategies to help brands build relationships with consumers and influencers (Clients included: Cox Communications, thinkThin, Planet Fitness, Dow Chemical, KFC)
 - Organically tripled thinkThin's overall social engagement in under four months
 - Developed the first second screen focused Twitter handle in the telecom industry for Cox Communications to capitalize on social TV
 - Led the first social and content focused winter Olympics campaign for Dow Chemical
 - Developed content framework and processes for Planet Fitness corporate and franchisees
- Provided daily strategic direction across all social platforms while overseeing the community management team
- Worked cross functionally with planners, data analysts, creative, and media to develop, monitor and optimize based on campaign performance
- Led influencer outreach programs and worked with vendors to develop client specific influencer communities
- Participated in new business pitches and successfully won three new digital clients

Sears Holdings Corporation, eCommerce Analyst

June 2011- June 2012

- Developed social and influencer strategy for format wide (Kmart and Sears) social media campaigns
- Worked with the executive team on innovative pilot projects including how to drive product reviews through social media
- Spearheaded all blogger relations and maintained yearlong relationships with bloggers
- Gained experience working with cross functional teams including marketing managers, creative agencies, merchant teams and executive leadership