

## Megan Easton

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## Professional Summary

Customer-focused professional with 5+ years of experience in **operations, training, and client success** across higher education, corporate, and small business environments. Skilled in coordinating projects, improving workflows, and delivering personalized support to clients and teams. Recognized for strong organization, clear communication, and ability to build relationships that drive retention and growth.

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## Experience

### Client Success & Operations Manager

*Kingdom Shine and Seal — Remote | 2025 – Present*

- Coordinated end-to-end workflow from quoting to closing, ensuring client satisfaction and timely project completion.
- Managed payroll, invoicing, and records in QuickBooks to support accurate financial tracking.
- Served as primary contact for employees and clients, supporting hiring, onboarding, and day-to-day operations.

### Digital Operations & Marketing Manager

*TikTok and Etsy — Remote | 2024 – 2025*

- Delivered **customer support** and managed 936+ Etsy orders with 100% fulfillment, driving repeat business and positive reviews.
- Generated \$84.5K in 2024 through partnerships, affiliate marketing, and shop sales.
- Oversaw multiple concurrent projects (brand collaborations, campaigns, and shop operations), ensuring deadlines and quality standards were met.
- Built a community of 100K+ followers across platforms by creating accessible, training-style content and engaging with audiences.

### **Sales & Marketing Coordinator**

*simpleshow USA Corp — Remote | 2022 – 2024*

- Acted as client success liaison, managing communications and troubleshooting issues to keep projects on track.
- Coordinated projects across design, video, and social teams, aligning deliverables with client expectations.
- Streamlined Salesforce and invoicing workflows, improving efficiency and reducing processing errors.

### **Sales & Marketing Coordinator**

*Compass Group USA (Chartwells Higher Ed) — Cookeville, TN | 2020 – 2022*

- Drove student success and retention by promoting meal plans through campaigns, events, and direct engagement.
- Assisted in planning and executing dining events, ensuring high student satisfaction.
- Collected and analyzed feedback to refine marketing strategies and improve customer experience.

### **Orientation & Retention Coordinator**

*Tennessee Tech University — Cookeville, TN | 2017 – 2020*

- Promoted from Orientation Leader to Coordinator; led a university-wide orientation program serving 400+ students.
- Trained and supervised student teams, developing onboarding skills that improved program delivery.
- Directed retention outreach to at-risk students, providing resources and tracking success outcomes.

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## **Skills**

- **Customer Success & Support:** Training, onboarding, retention strategies, client communication
- **Operations & Project Management:** Workflow optimization, scheduling, process improvement
- **Communication:** Stakeholder engagement, problem-solving, executive communications
- **Tools:** Salesforce, QuickBooks, Square, Google Workspace, Microsoft Office, Canva, Teams

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## **Education**

### **Tennessee Technological University**

B.S. in Business Administration – Marketing | Minor: Science