

# MEG SEILER

Los Angeles, CA • <https://www.linkedin.com/in/megseiler/>

## PROFILE

- Dynamic, EVP-level leader with 30+ years of experience in marketing PR, influencer and creator marketing, brand management, corporate communications, business development and team leadership.
- Results-oriented strategic communications expert with an entrepreneurial spirit and passion for excellence, collaboration, and creativity. Thrives at the messy intersections: clarifying complexity, aligning teams, and translating business goals into standout work that performs.
- Demonstrated track record building and leading successful teams and strategic alliances, developing and executing impactful integrated marketing strategies and campaigns; proven expertise in reputation management, executive and C-suite counsel, media relations, influencer engagement, executive-level client service, and P&L.

## EXPERIENCE



### **Meg Seiler, LLC**—Los Angeles, CA *Fractional Chief Communications Officer*

Specializing in integrated and embedded PR and influencer marketing. Offering flexible, high-impact engagements tailored to agency or brand needs—whether launching from the ground up or evolving existing capabilities.

- Partner with agencies and CMOs to design and build innovative PR and influencer marketing functions that integrate seamlessly with brand strategy, creative, media, experiential, and digital teams.
- Rare cross-functional fluency—equally adept in PR, influencer marketing, brand strategy, and advertising—with ability to operate at the highest levels and foster true collaboration across disciplines.
- Services include consulting & architecture, build & launch, and ongoing strategic leadership.
- Step into organizations quickly, assess needs, and drive momentum—whether rallying a team, evolving a brand story, or integrating earned and paid strategies for maximum impact.
- Provide executive-level guidance across reputation management, executive positioning, earned media, influencer strategy, and cross-functional alignment.



### **Team One, Publicis Groupe**—Los Angeles, CA *Group Director (EVP level)—PR, Influencer & Creator Marketing*

Launched and led public relations and influencer marketing divisions of national integrated advertising agency to provide 360° marketing communications for agency clients, among them: Lexus U.S.A., the Lexus Dealer Association, Flexjet, The Ritz-Carlton, Wisk, Metabo HPT, KB Home, LG, and Dacor luxury home appliances. Includes managing and growing client brands in collaboration with all agency disciplines—strategy, creative, media, experiential marketing, organic social, advertising account management, and design.

Responsibilities included: Development and direction of national integrated marketing strategies and campaigns | Building and managing strategic alliances | Creating cross-functional synergies | Reputation management | Influencer engagement | Media relations | Executive-level client service | C-Suite counsel | P&L | Team leadership.

Results Highlights:

- 43 percent growth in net revenue.
- Regularly exceeded goals by as much as 75 percent, with single campaigns achieving upwards of one billion earned media impressions.
- Created unprecedented synergies among client marketing and corporate communications functions.
- Drove successful collaborations with a wide range of strategic marketing partners, among them: Twitch, Marvel, 100 Thieves, New York Fashion Week, Vogue, USGA, USTA, Sony Studios, Steven Spielberg, Chefs Kwame Onwuachi, Michelle Bernstein, and Ludo Lefebvre, Paul McCartney, Nintendo, LACMA, Dia Art Foundation, Neiman Marcus, The St. Regis Aspen, It Gets Better Project, and Annika Sorenstam.
- Awarded Cannes Media Lion.
- Garnered prominent features of client brands and products in top national, major market, online and regional media.
- Developed client-specific results measurement and evaluation methodology.



**MarCom Consultant**—Los Angeles, CA

Served as in-house counsel to establish and implement comprehensive communications programs, including: CEO and senior management counsel, strategic planning, media relations, reputation management, internal communications programs and media training.

**Select Engagements:**

- PrimeAdvantage.com  
Responsible for establishing and leading corporate and marketing communications efforts of B2B e-commerce start-up, including pre-IPO communications.
- Team One, Saatchi & Saatchi  
Responsible for leading corporate communications and Marketing PR for agency and clients (Lexus U.S.A., eNutrition, PlanetCalling).



**DDB Worldwide**—Chicago, IL and Los Angeles, CA

**Director of Public Relations (VP level)**—Los Angeles, CA

Corporate and internal communications for Los Angeles office of largest advertising agency in U.S. at the time. Previously in the Chicago office, was asked to join the Los Angeles office as Director in 1998 to establish and lead the agency's corporate communications efforts.

Responsibilities included: Corporate communications counsel to President and senior management | Strategic planning | Reputation management | Media relations | Internal communications | Event planning | Agency representation at industry functions | Media training and preparation | Direction over ongoing department functions, including budget planning and management.

Provided consultation to agency clients on as-needed basis, among them:

- Anheuser-Busch	- Epson America	- State Farm	- Hamilton Beach Brands
- McDonald's	- Helene Curtis	- SC Johnson	- Wilson Sporting Goods

Results Highlights:

- Established corporate communications division for Los Angeles office from ground up, including introducing and implementing public relations and internal communications strategies, programs, policies and procedures.

- Garnered front page story placements and prominent features in major news and industry publications.
- Successfully positioned agency and senior management as industry leaders and experts through numerous news coverage placements, bylined articles, broadcast appearances, and speaking engagements.

***Public Relations Manager (also served as Acting Director in Director's absence)***—Chicago, IL

***Public Relations Coordinator***—Chicago, IL

***Special Projects Coordinator and Executive Assistant***—Chicago, IL

Worked with senior executives and account teams throughout the agency in every major discipline, including:

- Creative	- Strategic Planning	- Media
- Account Management	- Production	- Direct Marketing
- Interactive	- Public Relations	- Finance and HR

## ADDITIONAL RELEVANT EXPERIENCE



**Weil Tennis Academy**—Ojai, CA

***Chief MarCom Officer (family-owned business)***

Solely responsible for strategic planning, creative development and execution of entire marketing program of new, elite international junior tennis academy and college preparatory school. Played critical role in advising first-time entrepreneur in marketing and overall business strategy.

**Responsibilities included:** Strategic planning and market research | Budget planning and management | Media planning and buying | Creation of advertising campaign | Press and industry relations | Writing, design and production of all promotional materials, including: comprehensive investor business plan, logo development, direct mail brochures, press kits, comprehensive academy information packets, print ads, website, courtside banners, branded apparel, etc. | Solicitation of vendor bids; hiring and management of vendors.

**Results Highlights:**

- Achieved over 9 percent of market share in inaugural year.
- Surpassed established junior tennis academies by drawing a student population which was 55 percent nationally ranked in USTA—vs. less than 30 percent at established academies.
- Recruited and signed students from 8 states and Mexico.
- Media placements and prominent features in national and regional media.
- Exceeded expectations for volume of inquiries—from over 30 states and 6 countries.
- Marketing plan played key role in procuring #1 U.S. junior tennis coach, Wayne Bryan, as Director of Tennis.

## EDUCATION



**Northwestern University**—Evanston, IL

Bachelor of Science. School of Communications.

**Professional Education Programs**

Marketing, Northwestern University

Public Relations, Columbia College

PRSA Professional Development Series