

MEGAN VIACHES

ASSISTANT ADVERTISING MANAGER

ENTREPRENURIAL ENDEAVORS

contact

(517) 294-7467



MEGANVIACHES@GMAIL.COM



MEGANVIACHES.COM



[LINKEDIN PROFILE](#)



education

MASTER OF ARTS | ADVERTISING

Michigan State University
2013 - 2015

BACHELOR OF ARTS | JOURNALISM

Michigan State University
2008 - 2012

expertise

iMovie

Microsoft Office

Adobe Creative Suite
(Photoshop, Lightroom,
Premiere Pro)

Social Media
(TikTok, Instagram, YouTube,
Facebook)

Data Programs
(Polk, NAEZQ, VPVIN, Ad
Tracker)

Creative-minded, visual
storyteller, quick learner & team
player

OWNER & CONTENT CURATOR | TEN POINT FARM | 2023 - PRESENT

Run a successful farm stand and online business selling home goods and farm products; film, edit, write scripts and post photos and videos to the Ten Point Farm [Facebook](#), [TikTok](#) and [Instagram](#) channels

CONTENT CURATOR | MEGAN MAKES | 2015 - PRESENT

Film, edit, write scripts and post original DIY, recipe and vlog videos to the Megan Makes [TikTok](#) and [YouTube](#) channels

RECENT EXPERIENCE

ASSISTANT ADVERTISING MANAGER – SILVERADO LD/HD/EV | CHEVROLET | 2021 - PRESENT

Directed strategy and execution for Silverado EV creative across broadcast, digital, OLA, social and influencer channels, aligning with KPIs and budget to drive performance; contributed to Silverado ICE campaigns, resulting in 420K+ sales in 2024 (32% of Chevrolet sales) and one of the top-performing truck ads; collaborated with marketing, creative teams, and agencies to deliver high-quality content and messaging on-time, optimizing media strategies based on consumer insights; managed Silverado budgets, ensuring alignment with revenue goals and maximizing ROI across campaigns; led Chevy Live (MyWay) educational video events, working with key partners to engage and educate consumers; drove launches of the 2022 Silverado and 2024 Silverado HD, and developed ZR2 and Trail Boss sub-brand stories, aligning with brand messaging and consumer demand; analyzed campaign performance, providing actionable insights and optimizing media placements for improved traffic and customer acquisition; managed content calendars in collaboration with cross-functional teams to ensure seamless consumer experiences across paid channels

ASSISTANT MARKETING & ADVERTISING MANAGER – TRUCK ACCESSORIES & COMMERCIAL VEHICLES | CHEVROLET | 2018 - 2021

Analyzed and presented sales data for division-wide meetings, ensuring alignment with business objectives and KPIs; developed and executed key accessory packages, driving \$407.4M in sales in 2020, optimizing product offerings to meet consumer demand; collaborated with internal marketing teams to brief creative leads, ensuring delivery of impactful content for catalogs, mailouts, and other assets, all on schedule; oversaw creative approvals for key marketing materials, ensuring alignment with brand messaging and performance goals; served as the primary marketing contact for SEMA vehicle initiatives, coordinating efforts to drive brand visibility and engagement with target audiences

MARKETING ANALYST | CHEVROLET | 2015 - 2018

Created monthly and weekly data reports; coordinated and ran leadership meetings; assisted on projects for multiple vehicle lines