

MEG A. WATT

VP OF MARKETING | BRAND BUILDER | GROWTH OPERATOR

I don't just optimize marketing — sometimes I build it from zero.

FEATURED CASE STUDY

ALARMAX

Electrical & Industrial Distributor | VP Marketing

THE CHALLENGE

There wasn't a marketing function.

No department. No brand presence. No social. No customer engagement.

100% of revenue came through traditional channels — phone, walk-ins, and relationships. Growth depended entirely on people, not systems.

THE SHIFT

We didn't optimize marketing. We built it from zero.

- Created and scaled a full marketing department
- Rebranded the company from the inside out
- Led a corporate culture shift across teams and leadership
- Designed and built a \$500K office transformation from the studs
- Introduced a fully integrated e-commerce platform tied to P21

THE RESULT

It changed how the business operates.

- E-commerce scaled **700% in 6 months** → now **\$1M+ monthly revenue**
- Built a high-performing marketing engine across content, social, and email
- **422+ content pieces** published in a single quarter
- **100K+ emails delivered**, 33K+ opens, 1,900+ clicks
- Social reach, engagement, and visibility grew across all platforms
- Repositioned AlarMax as both a **top-tier distributor** and a **top place to work**

Marketing, sales, and operations weren't just aligned — they became a system.

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YES, MY ACTUAL NAME IS MEG A. WATT.

Before you ask, my parents weren't that clever. I married my way into it. It was a solid branding decision — and I kept the name, so it all worked out in the end.

I'm a lifelong learner and avid reader. I have two grown daughters and a very *smooshy* bulldog mix (Dolly Pawton and Penny, whenever she makes a cameo).

When I'm not working, I run an award-winning book review site and speak on panels across the publishing industry.

If I don't have a book or a bulldog nearby, I'm probably working on a charity that matters to me — Breakthrough T1D, P.E.O., and a number of cultural and community-focused organizations.

250

Books Read
Last Year

25+

Years in
Marketing

2

Daughters

1

Adorable
Bulldog Mix

HERE'S HOW I WORK.

Content Strategy

I don't do fluff.

Content should sound like a person, not a playbook.

Marketing Strategy

I don't build busywork.

If a plan doesn't connect to real growth, it's activity, not strategy.

Relations

I don't chase attention. I earn it.

Across every audience — from local customer to national media.

Metrics

I track what actually matters.

Not impressions. Not vanity dashboards.
Outcomes only.

Communication

I make things make sense.

If leadership, sales, and marketing aren't aligned, nothing moves.

Innovation

If it doesn't work, I'm not interested.

New ideas are easy. Making them work isn't.