

Megan Pawlowski

Growth Marketing Manager @ Capital One // Xoogler

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Growth Marketing Manager adept in developing and executing marketing campaigns to drive demand and revenue growth. Collaborate with cross-functional teams to align strategies, measurement, and messaging.

WORK EXPERIENCE

Capital One

Principal Marketing Associate for Social Channels, Growth Marketing

January 2025– Present

Washington, DC

Develop and own paid growth marketing strategy for Capital One U.S. Card. Monitor and analyze campaign performance metrics, making data-driven adjustments to maximize ROI.

- Plan, execute, and scale paid performance growth marketing campaigns for the U.S. Card Performance advertising team. Build and maintain a testing roadmap for YouTube, Display (GA/DV360), Pinterest, Reddit, and TikTok testing.
- Define strategic priorities, develop integrated campaign frameworks, and guide a disciplined, insight-driven experimentation program to identify and scale high-impact growth opportunities.
- Manage relationships with internal brand team/external agencies and vendor teams to create and execute content. Manage messaging around celebrity assets. Manage large budgets and complex testing agendas.
- Drive cross-functional alignment with PMM, Sales, PM, Channels, and Brand to ensure a cohesive and consistent acquisition narrative that aligns with business strategy, customer needs, and market opportunities.
- Work with quantitative and qualitative data teams to inform strategy, rollout decisions, optimizations, and measurement (utilizing incremental data as well as last touch attribution).

Google

Account Manager

January 2024– November 2024

Washington, DC

Planned, executed and scaled growth marketing campaigns for Google's 2024 elections team (WAS-04) on YouTube, Display, and Search resulting in over \$600m in revenue (largest marketing budget in election history).

- Managed paid growth campaigns for election clients (Kamala Harris, etc.) on YouTube, Display, and Search resulting in over \$600m in revenue (largest marketing budget in election history). Owned quarterly KPIs.
- Oversaw end-to-end campaign execution across operations, creative, and analytics teams to ensure on time and accurate launches.
- Analyzed trends, developed actionable insights to optimize against targets, and socialized relevant learnings across the organization.
- Worked with quantitative and qualitative data teams to deeply understand the audience and use cases to inform strategy, rollout decisions, optimizations, and measurement.
- Designed and implemented A/B testing to understand drivers of conversion and revenue.

Capital One

Senior Creative Strategist, Growth Marketing Team

March 2022 – January 2024

Washington, DC

Amassed >10 million users for Capital One Shopping's browser extension. Rebranded and relaunched the Capital One Shopping App, which is now ranked #5 in the app store for top free shopping apps.

- Developed paid digital strategy to drive growth of Capital One Shopping's app and browser extension.
- Managed agencies and partners, managed ongoing spend strategies and plans, budget, and pacing. Owned and managed a complex brand budget (\$20m/year) and tracked spend levels across channels (Email, YouTube, Display, Search, META, UAC, Native, TikTok, Twitch, YMail, Discovery, Rokt, and Capital One's mobile app.).

- Identified customer needs, ideated solutions to improve user experience, and generated ongoing user-driven insights to inform campaign strategy and optimization. Defined and evolved the early-journey customer architecture, identifying high-leverage opportunities across web, product, paid, email, and partner motions.
- Conducted extensive A/B testing. Designed the strategy and operating model for rapid testing across messaging, creative, channels, audiences, and product entry points.
- Translated experiment learnings into durable, scalable growth programs that can be operationalized across teams, channels, and product surfaces.

The Patient Access Network Foundation (*Healthcare nonprofit*)

Digital Marketing Manager

December 2019 – March 2022

Washington, DC

Developed PAN's digital growth strategy, raising over \$2.7 million dollars to serve more than 8,500 patients during the COVID-19 pandemic.

- Developed and led PAN's first ever digital growth strategy on Search, META, and email. Led, managed, and mentored a team of eight marketers. Lead point of contact for agencies for marketing work.
- Developed PAN's first advocacy grassroots program from scratch amassing over 12,100 subscribers in less than a year - using email marketing campaigns, SEO optimization, and paid and organic social media pushes.
- Managed creative projects to ensure successful delivery of various marketing efforts. Implemented paid digital campaigns on Search and META to maximize reach and impact.

GMMB (*Omnicom Group*)

Account Executive/Digital Project Manager

July 2018 – December 2019

Washington, DC

Developed paid digital creative strategy for political candidates leading cross-functional initiatives from ideation to execution. Managed paid campaigns on YouTube, Display, Search, META, and TV.

- Wrote business proposals, scripts, and social media toolkits for paid advertisements on social media and TV. Pitched storyboards and digital creatives, including gifs, video mockups and microsites.
- Managed paid campaigns across multiple platforms, optimizing for engagement and results. Oversaw content creation, ensuring alignment with brand guidelines and client objectives.
- Analyzed campaign performance and provided data-driven insights.

The Center for Strategic and International Studies

External Relations Intern

January 2018 – July 2018

Washington, DC

Developed organic and paid social media growth strategy for all social media channels. Amassed over 500k followers on Facebook and 50k followers on Instagram. Analyzed paid digital growth campaigns using Google Analytics.

EDUCATION

University of North Carolina at Chapel Hill, Chapel Hill, NC

Bachelor of Arts – Communication, 3.5 GPA

AWARDS

Capital One - Recipient of the Efficiency Award for implementing new creative processes.

Center for Strategic and International Studies - Recipient of Pearce Achievement Award for Initiative & Achievement

SKILLS & OTHER

Data Visualization/Analytics: Tableau, Looker, Google Analytics, CM360, Experiments, incrementality, CLS

Paid media: Search, Display, YouTube, Programmatic Display, TikTok, META, Instagram, Rokt, Native, Twitch, YMail, Discovery, UAC, DV360, influencer marketing, social listening, and content creation

Experimentation, automation, and AI: Confluence, AI-driven personalization, generative content workflows