

Megan Pohle

meganpohle@gmail.com ❖ (612) 799-3346 ❖ Burlington, VT

WORK EXPERIENCE

Superplastic

May 2019 – Nov 2024, Burlington, VT

IP and entertainment startup company known for launching an extremely popular animated character universe on social media. Its animated celebrities have amassed over 22 million followers online and appear across social media content, limited-edition collectibles, gaming, music, fashion, web3 and live experiences.

Senior Director, Production

July 2024 – Nov 2024

- Oversee all creative department operations, including budgets, timelines, processes and the management of six team members.
- Member of the executive leadership team, contributing to company-wide decision-making, priorities and organizational structure.
- After a company-wide reorganization, developed new processes and ways of working within the creative team to optimize workflow and promote positive company culture.
- Took ownership of the creative department budget to create an organizational system to accurately forecast costs, track department expenses and find cost savings.

Senior Director, Content and Director, Entertainment & Production

July 2023 – July 2024

- Led content strategy across platforms including television, social media, website, email, SMS and media.
- Managed the production of all animated content, music and experiential initiatives. Oversaw all vendor operations while managing a team of five artists, producers and contractors.
- Built a platform strategy that outlined a clear path to achieving company goals by creating a plan that dominated all rented, owned and gate-kept platforms, resulting in increased engagement across social media and additional revenue through email and SMS platforms.
- Identified staffing solutions when internal 3D animation resources were limited by sourcing, vetting and negotiating contract terms with 3D animation vendors to deliver high-quality animations that met project timelines without exhausting internal teams.

Chief of Staff

June 2022 – July 2023

- As an executive team member, established company goals and KPIs while managing the daily tasks and priorities of all executive team members.
- Organized all aspects of Superplastic's Series A-4 fundraising round, including creating pitch materials, tracking all funds, communicating with investors and closing out investments for a \$20 million financing round.
- Resolved conflicts among executive team members by creating new processes and organizational systems that removed communication roadblocks and expedited decision-making.
- Organized travel, pitch materials and coordinated all aspects of an on-site visit with Amazon's Alexa Fund, that resulted in the investment of \$5 million to fund future character development, content and experiential projects.

Head of Production, Senior Production Manager and Production Manager

Nov. 2020 – June 2022

- Led the production of all animated content, collectible products and digital assets.
- Organized all timelines, deliverables and priorities using project management tools such as Asana and Shotgrid.
- Owned the production of all NFT projects, working closely with notable partners, 3D artists, vendors, illustrators and internal staff to generate over \$10 million in revenue for the company.
- Optimized the project management system Autodesk Shotgrid when content production increased by creating a system for tracking hours, output and assets, resulting in an increase in overall content output.

Social Media Coordinator and Art Coordinator

May 2019 – Nov. 2020

- Organized the daily tasks of all 3D artists and designers, managing the production and on-time delivery of all vinyl art toys and animated assets.
- Managed social media content across Instagram, Tiktok, Youtube, Twitter and Facebook, fostering community engagement and growing followers from zero to over 22 million.
- Onboarded Superplastic's first project management tools, Autodesk Shotgrid and Asana. Created organizational systems within the tools to set daily priorities for artists, resulting in optimized project management company-wide.

EDUCATION

University of Vermont

May 2018, Burlington, VT

Bachelor of Arts. English Major, Film & Television Studies Minor.

- Recipient of Douglas A. Pinta Award for excellence in creative writing.

SKILLS

Executive team leadership, creative process development, 3D pipeline production management, creative deliverable production management, budget management, timeline creation and oversight, strategic content planning, contract negotiations, hiring and onboarding, copywriting, content marketing, social media marketing, email marketing.

TOOLS

Proficient in: Asana, Autodesk Shotgrid, Keynote, Figma, SyncSketch, PPT presentation, ImageRelay, Dropbox, Google Sheets, Klaviyo, Community, Mailchimp, Sprout Social, Unreal Engine pipeline management, Maya pipeline management, Renderman pipeline management.