

# Meghan Callaghan

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## Skills & Abilities

- Microsoft Office
- Poised under pressure
- InDesign
- Forecasting
- Public Speaking
- Google Suite
- Fun and enthusiastic
- Jira
- Contract negotiating
- Fundraising
- Salesforce
- Relationship building
- Presentations
- Prospecting
- Leading teams

## Experience

### SALES MANAGER, HOTELS | TRAVELZOO | CHICAGO/LOS ANGELES | AUGUST 2017 – PRESENT

- Build and foster relationships with hoteliers and agencies to introduce Travelzoo solutions
- Consult on Travelzoo products to create and implement effective marketing/ad campaigns
- Develop new business accounts and meet quarterly revenue goals and individual MBOs
- Manage and maintain 300+ 4- and 5-Star hotel client relationships (such as Fairmont, Marriott/Ritz-Carlton, Hilton, Hyatt, Omni, Four Seasons, etc.), and visit clients in various markets including SoCal, Central Coast, Chicago, Midwest, New Orleans, Las Vegas, Tenn., and Texas; attend conferences and in-market networking events
- Grew Palm Springs revenue 35% YOY in Q2 2018; only manager to achieve 100% of goal in Q1 2019
- Grew YOY revenue by 150% for Q3 2020 (during pandemic); instrumental in bringing back 5-Star St. Regis and \$35K media buy for teammate in 2022
- Secured corporate partnership with Omni Corporate in 2024 after not working with us for 6 years; now including full portfolio with us and has already produced successful campaigns and revenue
- Consistently brought in 35% new business each quarter with new brands such as Loews, Sonesta, etc.
- Manager of DBI Team assisting underserved children to travel; received funding to secure partnership with Global Glimpse for 2022-2025, making annual donations to sponsor students on educational trips
- Took over local accounts (restaurants and spas) while colleague took leave and covered additional hotel territory as support for another colleague

### SENIOR ASSOCIATE PRODUCER | TRAVELZOO | LOS ANGELES | JULY 2014 – JULY 2017

- Maintained more than 300+ hotel client relationships negotiated and created compelling deals
- Wrote copy for online ad/marketing campaigns, managed production and monitored performance
- Wrote descriptions for hotels, blog and related website copy; talent for blog video

### RATINGS INSPECTOR | FORBES TRAVEL GUIDE | CHICAGO/ATLANTA | JULY 2012 – MARCH 2014

- Inspected domestic and international luxury 4- and 5-Star hotels, restaurants, spas on a weekly basis
- Wrote content for [forbestravelguide.com](http://forbestravelguide.com) and company blog
- Planned complex logistics for travel arrangements
- Directly worked with the VP of Ratings with management and distribution of bi-annual ratings announcement mailing and London ratings announcement

### SENIOR ASSOCIATE EDITOR | FORBES TRAVEL GUIDE | CHICAGO | DEC. 2009 – JULY 2012

- Worked on 2012 launch of [forbestravelguide.com](http://forbestravelguide.com): wrote, edited, and approved copy for site and blog
- Recruited, screened, and hired freelance writers and editors; assigned and managed freelance editorial content assignments; managed and maintained budget for assignments
- Managed the duties of Editorial Director while on leave
- Managed social media including Twitter and Facebook
- Contributed bi-weekly blog posts for FTG channel on [forbes.com](http://forbes.com), including interviews with high profile personalities and celebrity chefs; worked with PR agencies to source stories
- Key Liaison for 10+ luxury hotel partners with their onboarding process which included traveling to location, creation and editing of content as well as organizing and scheduling a photo shoot

**RESEARCH EDITOR | FORBES TRAVEL GUIDE | CHICAGO | JULY 2008 – DEC. 2009**

- Hired and managed fact-checkers, writers, and copy editors
- Wrote copy; fact-checked and edited copy for 6 city guides and 20 regional guides
- Worked in InDesign; wrote/took photos for blog; updated website in CMS

**COMMUNICATIONS MANAGER | FORBES TRAVEL GUIDE | CHICAGO | DEC. 2007 – JULY 2008**

- Maintained relationships with hotels, restaurants, and spas regarding ratings
- Managed and prepared mailings associated with annual ratings announcement
- Planned and implemented all company events/parties; managed all aspects of office

**SALES COORDINATOR | FORBES TRAVEL GUIDE | CHICAGO | DEC. 2006 – DEC. 2007**

- Assisted consulting division with editing reports, preparing mailings and training materials
- Assisted editorial team with writing/editing for guides
- Coordinated office move; planned company events/parties and all related office manager duties

**Education**

**MASTER OF ARTS IN TEACHING, SECONDARY EDUCATION | AUGUST 2005 | NATIONAL-LOUIS UNIVERSITY, CHICAGO, IL**

**BACHELOR OF ARTS IN ENGLISH AND SPEECH COMMUNICATION | MAY 2001 | AUGUSTANA COLLEGE, ROCK ISLAND, IL**

**Personal**

Traveled to 22 countries and 36 states; member of Phi Rho alumnae and Vice President '01; IATA credentialed; professional Irish dancer for 11 years; canyon-jumped twice in Interlaken, Switzerland; participated in acting, sketch writing classes and storytelling at Piven Theatre Workshop, Upright Citizens Brigade and The Second City; interviewed past President of the U.S. in 2012 for Forbes; my family wrote a song about me and recorded it in a studio for my birthday; poll worker for the 2020-2024 midterm, local and presidential elections; volunteered at the Democratic National Convention 2024 in Chicago; featured in a print ad with Christina Applegate for Stand Up to Cancer; was an extra in the movie Contagion; love live music, yoga, hiking and long road trips.