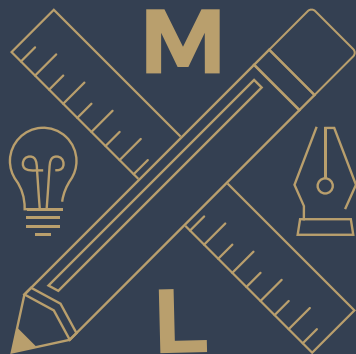


MEGAN LAMKIN

[CREATIVE DIRECTOR]



OVERVIEW

Creative operations and marketing production leader with 19+ years of experience building and managing in-house creative teams, leading cross-functional marketing initiatives, and scaling creative production across global brands. Proven ability to translate business objectives into high-impact campaigns, eCommerce assets, and brand systems that support sales and marketing growth.

Experienced in creative operations, project management, team leadership, brand development, and large-scale content production. Skilled at turning vague briefs into organized workflows and delivering high-volume creative across digital, print, retail, and marketplace channels.

CONTACT



Phone

937.554.9378



Email

meglamkin@gmail.com



Website

meganlamkin.com



Location

Tega Cay, SC 29708

EDUCATION

Columbus College of Art & Design

2005 – 2007 /// Columbus, Ohio

Bachelor Degree of Fine Arts with a focus on Advertising and Graphic Design

The Modern College of Design

2003 – 2005 /// Kettering, Ohio

Associate Degree of Applied Business in Advertising Art

TOOLS + PLATFORMS

- Adobe CC
- Photoshop
- Illustrator
- InDesign
- Wrike
- Monday.com
- Asana
- Zoho
- Trello
- ShareASale
- ChatGPT
- Grok
- Shopify
- WordPress
- Microsoft 365
- OneDrive
- Brandfolder
- Visual SKUs
- Dropbox
- Klaviyo
- Mailchimp
- Act-On
- Constant Contact
- Vendor Central

WORK EXPERIENCE

First Brands Group (FBG)

2022 – Present /// Rochester Hills, MI (Remote)

Creative Director | 2023 – Present

Lead creative strategy and production for a portfolio of 200+ global automotive aftermarket brands, supporting marketing, eCommerce, and sales initiatives across multiple business divisions.

- Built and lead a 26-person global creative team supporting 200+ brands, delivering 1,575 creative projects in 2025 across marketing, eCommerce, and retail channels
- Direct creative development across digital marketing, eCommerce, email, packaging, and retail assets
- Partner with marketing, sales, and eCommerce teams to translate business objectives into scalable creative solutions
- Oversee video, photography, and 3D production, ensuring brand consistency across product launches and campaigns
- Implement structured creative intake and workflow systems to streamline project prioritization and team capacity management

eCommerce Project Manager | 2022 – 2023

Managed eCommerce initiatives and creative production supporting marketplace and direct fulfillment channels.

- Led setup and optimization of Amazon Direct Fulfillment operations
- Coordinated product listings, creative assets, and operational workflows for marketplace expansion
- Supported marketing and eCommerce teams with design, product imagery, and content production

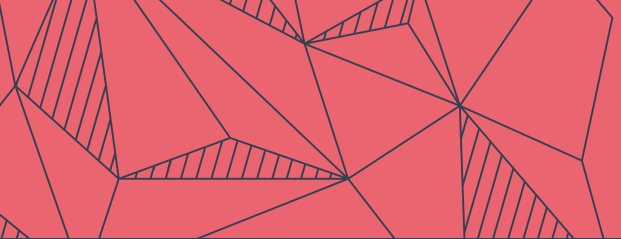
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Better Choice Company (BCC)

2019 – 2022 /// Tampa, FL (Remote)

Marketing Project Manager

Oversaw marketing operations, creative production, and campaign execution for a fast-growing eCommerce consumer brand.



WORK EXPERIENCE (CONT.)

- Implemented Wrike project management platform, centralizing creative requests and improving workflow visibility across marketing and design teams
- Managed affiliate marketing program and social media strategy, supporting digital customer acquisition
- Oversaw email marketing calendar and campaign production using Klaviyo
- Led company website migration to Shopify, coordinating design, content, and development
- Managed logistics and creative production for trade shows and brand marketing initiatives

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DNA Diagnostics Center (DDC) 2007 – 2019 /// Fairfield, OH

Project Manager & Marketing Specialist | 2017 – 2019

Managed marketing projects, creative production, and eCommerce expansion initiatives.

- Led setup of Amazon Vendor Central product listings and A+ Content
- Managed online retail product content and enhanced listings using WebCollage
- Coordinated cross-functional marketing and creative teams using Zoho project management

Lead Graphic Designer & Project Manager | 2015 – 2017

- Supervised internal designers and freelance creative partners
- Developed project timelines, budgets, and creative workflows for marketing campaigns
- Led concept development and execution for digital, print, social, and event campaigns

Sr. Graphic Designer | 2012 – 2015

- Developed marketing and brand creative across digital and print channels
- Established and led the company graphic design internship program
- Oversaw print production and vendor coordination

Graphic Designer | 2007 – 2012

- Produced marketing materials, brand assets, and campaign creative supporting marketing and sales initiatives

CONTACT



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