



# MEGAN LAMKIN



## CONTACT

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## 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 (Formerly SAA)

2003 – 2005 /// Kettering, Ohio

Associate Degree of Applied Business in Advertising Art



## ACCOMPLISHMENTS

### Helix Profile™ Patented Creator

2015 /// Fairfield, Ohio

### Gene Ring™ Patented Creator

2015 /// Fairfield, Ohio



## SOFTWARE

- Project Management
  - Wrike
  - Asana
  - Trello
  - Zoho
- Digital Marketing
  - Shopify
  - Google Analytics
  - WordPress
  - ShareASale
- Email Platforms
  - Klaviyo
  - Constant Contact
  - Act-On
- Adobe CC
  - InDesign
  - Photoshop
  - Illustrator
  - Acrobat
- Microsoft
  - Word
  - PowerPoint
  - Excel
  - Outlook
- Amazon
  - Vendor Central
  - A+ Content
  - Seller Central



## SUMMARY

With 15 years of tenure in project management, graphic design, and marketing I have been integral in the successful execution of over 360 projects. I excel at project management solutions for marketing and creative teams, I am an expert in identity and branding solutions, package design, website design and UI, print and digital advertising, and am well versed—with proven success—in strategizing and executing direct to consumer, retail, eCommerce, and affiliate marketing initiatives.



## WORK EXPERIENCE

### Better Choice Company (BCC)

2019 – 2022 /// Tampa, FL (Remote)

#### Marketing Project Manager

- Implemented Wrike to manage projects, tasks, monthly check-lists, social media calendars, and to house training documents, monthly metrics, company assets, and other pertinent documentation
- Managed and oversaw the marketing affiliate program
- Created and executed social media calendars, strategies, and posts
- Managed email marketing calendar and utilized Klayvio to design and execute emails
- Managed vendor coordination for direct mail campaigns
- Oversaw and managed execution of website migration to Shopify
- Managed trade-show coordination from start to finish—planogram, vendor relationships, travel, coordinated product shipping from warehouse, booth design, setup, and teardown
- Executed graphic design requests as needed

### DNA Diagnostics Center (DDC)

2007 – 2019 /// Fairfield, OH

#### Project Manager & Marketing Specialist | 2017 – 2019

- Continued to perform responsibilities of Lead Graphic Designer
- Executed Amazon Vendor Central setup with A+ Content
- Handled setup of online retail listings with integrated WebCollage
- Managed marketing ticketing system and development via Zoho
- Project management for marketing and graphics departments
- Oversaw print production and in-house supply chain

#### Lead Graphic Designer & Project Manager | 2015 – 2017

- Managed Jr. Graphic Designer and 3rd Party Designers
- Created and maintained brand standards across all channels
- Worked closely with other departments to implement processes and work flows
- Created team project outlines and timelines
- Handled project cost analysis and budgetary information
- Brainstormed and implemented marketing solutions for online marketing campaigns, social media ads, trade-shows, e-mail blasts, direct mail campaigns, and promotional landing pages

#### Sr. Graphic Designer | 2012 – 2015

- Established and managed graphic design internship program
- Oversaw and managed all graphic design project requests
- Corresponded with print vendors for pricing and execution

#### Graphic Designer | 2007 – 2012

- Executed all graphic design project requests