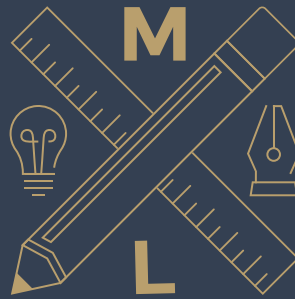


# MEGAN LAMKIN

[ CREATIVE DIRECTOR ]



## OVERVIEW

Creative Leader with 19+ years of experience transforming blank pages and vague briefs into results-driven campaigns, eye-catching packaging, and scroll-stopping digital experiences. I've led (and survived!) countless projects for Sales, Marketing, and eComm teams—bringing strategic vision, hands-on design wizardry, and a deep love for pixels and paper alike. Whether it's a sleek B2B campaign, a DTC rebrand, or making affiliate marketing look unexpectedly glamorous—I'm your go-to. Equal parts strategist, designer, and brand therapist, I turn chaos into clarity and vision into visuals.

## CONTACT



### Phone

937.554.9378



### Email

[meglamkin@gmail.com](mailto:meglamkin@gmail.com)



### Website

[meganlamkin.com](http://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 (Formerly SAA) 2003 – 2005 /// Kettering, Ohio

Associate Degree of Applied  
Business in Advertising Art

## SOFTWARE

- 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

- Established, now oversee, a global internal Creative Team and the processes required for successful implementation for 200+ top automotive aftermarket brands including FRAM, TRICO, Autolite, REESE, StopTech, and MICHELIN
- Direct creative vision and ideation across all brands and divisions, ensuring consistent messaging and visual identity
- Oversee video, 3D animation, and photography production
- Lead development and execution of mass email marketing strategies

#### eCommerce Project Manager | 2022 – 2023

- Setup and optimized Amazon Direct Fulfillment
- Completed graphic design requests as needed

### Better Choice Company (BCC)

2019 – 2022 /// Tampa, FL (Remote)

#### Marketing Project Manager

- Implemented Wrike for project and asset management
- Led affiliate marketing program and social media strategy
- Managed email marketing calendar and design layout via Klaviyo
- Led website migration to Shopify
- Handled trade-show logistics from planning to execution
- Completed graphic design requests as needed

### DNA Diagnostics Center (DDC)

2007 – 2019 /// Fairfield, OH

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

- Executed Amazon Vendor Central setup with A+ Content
- Handled setup of online retail listings with integrated WebCollage
- Managed projects for marketing and graphics teams via Zoho

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

- Supervised Jr. Designer and freelance teams
- Created project timelines, budgets, and process workflows
- Led campaign ideation and design for digital, print, social, and events

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

- Established and led the graphic design internship program
- Oversaw print production and in-house supply chain

#### Graphic Designer | 2007 – 2012