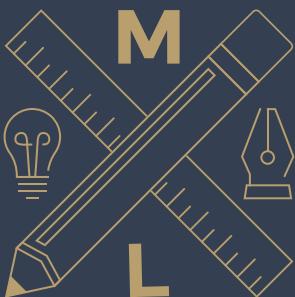


MEGAN LAMKIN

[CREATIVE DIRECTOR]



CONTACT



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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
(Formerly SAA)
2003 – 2005 /// **Kettering, Ohio**

Associate Degree of Applied
Business in Advertising Art

SOFTWARE

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

OVERVIEW

Creative Director 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.

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
- Direct creative vision and ideation across all brands and divisions, ensuring consistent messaging and visual identity
- 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
- Oversaw print production and in-house supply chain

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
- Managed all incoming design requests and vendor coordination

Graphic Designer | 2007 – 2012

- Executed all graphic design project requests