

# MEGAN FITZGERALD

## SENIOR GRAPHIC DESIGNER

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### PROFESSIONAL SUMMARY

Graphic Designer with a robust background in marketing design, boasting 6 years of experience developing impactful designs for both print and digital media. Passionate and detail-oriented team player and dedicated to delivering high-quality results on time. Possesses the confidence and creativity needed to excel in this industry, and always eager to learn new software and design techniques to stay up to date with the latest trends.

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### WORK EXPERIENCE

JMG Marketing | Remote

January 2023 - Present

#### Senior Graphic Designer

- Oversees Graphic Design Contractors and serves as the primary point of contact with vendors for all JMG artwork and templates.
- Leads and manages all company creative initiatives, including SOPs/guidelines, and schedules quarterly design reviews with CEO & CCO.
- Primary go-to resource for the company (internal and external) for Co-Op related projects.
- Designs compelling marketing materials, including emails, direct mail pieces, digital ad banners, and website rotators, for automotive dealerships while adhering to OEM (Original Equipment Manufacturer) brand guidelines and ensuring consistency, and follows OEM brand guidelines meticulously, including specific fonts, color palettes, placement of logos, and monthly campaign logos, while maintaining creativity within the guidelines.
- Collaborates effectively with cross-functional teams, including Account Services, Designers, and Sales Team, while also demonstrating the ability to work independently, consistently meets deadlines, and manages multiple projects simultaneously, including long-term projects and quick-turnaround tasks with overlapping priorities.
- Provides support for new business development and marketing efforts for new clients and products, while maintaining campaign calendars and requirements for Automotive OEMs and ensuring compliance of mailers, emails, and digital display ads.

#### Graphic Designer

June 2018 - January 2023

- Designed compelling marketing materials, including emails, direct mail pieces, digital ad banners, and website rotators, for automotive dealerships while adhering to OEM brand guidelines and ensuring consistency.
- Followed OEM brand guidelines meticulously, including specific fonts, color palettes, placement of logos, and monthly campaign logos, while maintaining creativity within the guidelines.
- Collaborated effectively with cross-functional teams, including Account Services, Designers, and Sales Team, while also demonstrating the ability to work independently.
- Consistently met deadlines and managed multiple projects simultaneously, including long-term projects and quick-turnaround tasks with overlapping priorities.
- Provided support to business development efforts and partnerships with dealer groups, OEMs, and agencies, contributing to the growth of the business.
- Worked closely with the CEO and internal Graphic Designer on the successful transition and merger of two companies, including designing and implementing changes to company logo and colors, business cards, website, letterhead, forms, email signatures, and social media designs.

September 2010 - Present

#### Sales Consultant

- Achieves individual sales plan and store sales plan, demonstrating a results-oriented approach to sales.
- Drives sales to closure by actively engaging customers, asking relevant questions, and providing appropriate product recommendations.
- Ensures the store is well-stocked, displays are visually appealing, and merchandise is secured according to plan.
- Accurately operates the POS system, handling cash, credit, and returns with precision.
- Delivers exceptional customer service by effectively describing the benefits of various lenses and frames, performing tasks such as replacing screws and adjusting frames, and promptly addressing special customer needs.
- Provides superior customer service consistently, maintaining a professional approach at all times.

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## WORK EXPERIENCE CONTINUED

3M [On-Site], York Solutions, LLC. | Maplewood, MN

November 2016 - February 2017

Label Designer, Contract

- Developed label templates for Shipper, Inner, Product, and GHS labels within Loftware Spectrum software (SaaS).
- Uploaded label data and graphics into internal databases, ensuring accurate and efficient label production.
- Conducted visual inspections to ensure labels conformed to specifications from customers and 3M standards.
- Rationalized and consolidated various labels to updated standards, improving consistency and efficiency in label design.
- Collaborated closely with other Label Designers and IT Consultants to streamline label design processes and ensure smooth operations.

Ecolab [On-Site], Adecco Staffing Agency | Eagan, MN

January 2016 - November 2016

Graphic Technician; Package Designer, Contract

- Utilized Adobe InDesign to seamlessly incorporate XML data into pre-designed templates, ensuring accuracy and consistency.
- Ensured that all artwork adhered to Corporate Branding, EPA, GHS, DOT, and FDA guidelines, maintaining compliance with regulatory requirements.
- Proactively identified and resolved layout issues or mistakes to ensure error-free artwork production.
- Collaborated closely with Graphic Technicians, Graphic Designers, and Label Coordinators to streamline workflow and maintain efficient operations.
- Successfully managed multiple tasks, including approving proofs for Epic routes and sending out new proofs promptly, demonstrating strong multitasking skills and attention to detail.

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## EDUCATION

Saint Paul College | Certificate in Web Design

January 2017 - May 2018

The Art Institutes International Minnesota  
Bachelor of Science in Graphic Design

October 2012 - September 2015

Magna Cum Laude  
Dean's List & President's List

Century College | Associate of Arts in General Education

August 2009 - May 2012

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## PROFESSIONAL SKILLS

Time Management  
Problem Solving  
Communication (Written & Verbal)

Project Deadlines  
Concept Development  
Analytical Skills

Teamwork/Collaboration  
Organization  
Emotional Intelligence

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## TECHNICAL SKILLS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

Microsoft Office  
HTML/CSS  
Print Media

Color Theory  
Social Media  
Layout Hierarchy

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## PROFESSIONAL DEVELOPMENT

Advanced Training Course; Adobe InDesign CC | Udemy

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