

MEGAN MAXWELL

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PROFILE

Enthusiastic and motivated designer and marketer with 10+ years of experience. Self-starter attitude with desire to achieve. Detail-oriented and able to work effectively under pressure. Team player with excellent communication skills.

EXPERIENCE

Digital Marketing Manager • Pip Media, East Patchogue, NY

June 2022 - Present

DESIGN: Utilize Canva to create daily stories and static posts, promote events as needed.

SOCIAL MEDIA: Work within social media channels in order to enhance and maintain an audience by creating a monthly calendar to promote events and generating Reels using client content. Communicate on behalf of the client to interact with guests and customers.

COLLATERAL: Write content and create newsletters utilizing Canva and Mailchimp on a weekly basis. Create flyers and graphics for both print and social to promote events and promotions.

Owner • Poppy & Blue Clothing Boutique, East Patchogue, NY

January 2021 - Present

Created and currently run my own online clothing boutique. Research and buy pieces via wholesale as deemed appropriate. Operate all marketing/social media. Interact with customers via multiple channels.

DESIGN: Utilize Canva, Adobe Illustrator and Lightroom to create content and edit photos.

SOCIAL MEDIA: Work with Instagram, Facebook and TikTok to build audience.

COLLATERAL: Create newsletters via Shopify Marketing.

Designer • The Monogram Crew, Bay Shore, NY

January 2018 - September 2020

DESIGN: Created hundreds of unique, client-driven designs on a weekly basis. Worked with clients consistently to execute designs to complete satisfaction. Utilized Adobe Illustrator and Cricut Design Space to complete designs.

CLIENT SERVICES: Maintained client relationships while working through proofs and any edits for each design. Attended events to assist in executing designs.

Designer/Retail Associate • The King's Scribe, Chappaqua, NY/INK Fine Stationers, Ridgefield, CT

September 2014 - September 2015

DESIGN: Created one-of-a-kind invitations and event collateral. Worked with clients to ensure complete satisfaction. Designed and distributed monthly e-newsletters. Assisted in keeping website updated.

CLIENT SERVICES: Worked with walk-ins on developing event collateral and executing ideas. Completed sales transactions as needed. Maintained order within store on a daily basis.

Social Media Marketing Manager • Monroe College, Bronx, NY

February 2014 - September 2014

SOCIAL MEDIA: Created and implemented weekly social media schedules, monitor via Hootsuite. As a result, increased Twitter followers by double, Facebook likes by over 25%. Created weekly hashtag campaigns.

CONTENT: Wrote and edited content for social media, monthly newsletters, email marketing, college blog, print materials, and website.

COLLATERAL: Facilitated project in revamping print materials across all schools and departments by writing all content and coordinating design with agency.

DESIGN: Created web banners, journal ads, email graphics, and Facebook ads.

WEBSITE: Assisted in leading efforts to redesign college website, utilizing HTML and CMS (Ektron) knowledge.

Assistant to the EVP/Comm. Coordinator • Monroe College, Bronx, NY

July 2013 - February 2014

ADMINISTRATIVE: Completed tasks such as budgeting, creating and maintaining credit card reports, creating data reports, and scheduling meetings.

CONTENT: Wrote communications for Executive Vice President for external and internal audiences, including weekly email to all faculty, staff, and students.

DESIGN: Created presentations and materials for events as needed.

Communications Coordinator • AriZona Beverage Company Woodbury, NY

April 2011 - July 2013

MANAGEMENT: Oversaw and managed interns/department members in daily tasks and project contributions. Lead various events, special initiatives and sponsorships.

PUBLIC RELATIONS: Handled all national and international press outreach. Formed strategic and mutually beneficial relationships with outside brands and organizations. Fielded international sponsorship and press requests daily.

DESIGN: Created event collateral (ie: menus, signage) as needed using Photoshop and Illustrator.

CONTENT: Wrote documents daily including press releases, pitches, media monitoring, copy for website and newsletters.

Marketing & Public Relations Assistant • AriZona Beverage Company, Woodbury, NY

January 2010 - April 2011

MARKETING: Coordinated product deliveries to influencers and events nationally and internationally. Created all PowerPoint presentations to recap monthly events and all activations.

PUBLIC RELATIONS: Communicated new product, company and industry announcements to press and relevant contacts by assisting in writing press releases and pitches. Managed daily media reports, media contact database, delivery tracking grids and weekly department project. Kept track of all sponsorship fees while ensuring timely payments to external vendors or partners.

Account Executive • LoBo & Petrocine Marketing Communications, Melville, NY

January 2008 - January 2010

MARKETING: Optimized company website to increase search relevance. Handled all television traffic for client in eight different markets. Proofread and approved all advertisements before sending out for client approval in five different markets. Reviewed and approved all television and radio affidavits before putting together comprehensive report on dollars spent in working and non-working media for client on a monthly basis. Developed and oversaw text messaging campaign for client. Contributed to efforts in acquiring new clients by accompanying Account Executives on presentations. Composed various reports on quarterly budgets including data on cost per lead and cost per conversion.

EDUCATION

Stony Brook University, Stony Brook, NY

December 2008

Bachelor's of Science in Business Marketing • Minor in Media Arts

SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver • Microsoft Office • CMS: Ektron, ADX
Excellent written and verbal communication skills • HTML knowledge • Canva • Shopify
Mailchimp • Instagram Reels • TikTok