

# MEGAN SMITH

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## PROFESSIONAL SUMMARY

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A highly skilled and versatile designer with 20 years of experience in cross-channel marketing and design, coupled with a proven history of success in broadcast media. Possesses exceptional collaborative and interpersonal skills, with the ability to thrive as a dynamic team player. A passionate and innovative creator, accustomed to working in fast-paced, deadline-driven environments.

## SKILLS

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**Technical :** Adobe Creative Suite / Microsoft Office / Google Workspace / HTML / CSS / Wordpress / Sketch / Figma / AWS /

**Marketing:** Branch Metrics / Braze / Localytics / Canva / MailChimp / ConstantContact / Sprout Social / All Social Media Platforms

**Project Management:** JIRA / Airtable / Zendesk

## DESIGN AND MARKETING EXPERIENCE

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- Utilized Adobe Creative Suite (Illustrator, Photoshop, InDesign) to create visually appealing designs tailored to clients' needs
- Created cohesive brand identities and developed custom typography to enhance visual storytelling and brand recognition
- Led design of cross-channel marketing campaigns, including email templates, banners, and social content, increasing engagement
- Spearheaded the rebranding of several clients' marketing assets, increasing brand recognition and improving ROI
- Collaborated with marketing and product teams to create cohesive brand messaging across digital boosting client engagement
- Optimized the production process, preparing files for distribution and ensuring quality control across multiple design stages
- Successfully managed multiple projects simultaneously, meeting tight deadlines without compromising quality
- Managed and monitored weekly high-volume email campaigns, reaching over 1 million subscribers
- Built and maintained websites, utilizing HTML, CSS, PHP and custom CMS to develop responsive and user-friendly platforms
- Designed and developed intuitive product UIs, ensuring seamless user experiences that align with brand guidelines and business goals
- Collaborated with artist management to create and execute innovative marketing campaigns and develop supporting collateral
- Conducted research on current advertising trends in the market and developed innovative, visually compelling campaign concepts

## WORK EXPERIENCE

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<b>AUDACY INC.</b> (formerly CBS Radio, Entercom, RADIO.com) <i>Production Director / Corporate Brand Design</i>	New York, NY Oct 2014 – Mar 2025
<b>PROMOSUITE</b> <i>Senior Product / Graphic Designer</i>	New York, NY Oct 2010
<b>AEG PRESENTS</b> (Live entertainment division) <i>Production Designer</i>	New York, NY Oct 2010
<b>CITADEL MEDIA</b> (formerly ABC Radio) <i>Manager, Digital Media Content and Design</i>	New York, NY Sep 2007
<b>LIVE NATION</b> <i>Graphic/ Web Designer - Email Specialist</i>	New York, NY Sep 2005
<b>CLEAR CHANNEL RADIO</b> (currently operating as iHeartMedia, Inc.) <i>Digital Content Manager / Graphic Designer</i>	New York, NY Aug 2003

## EDUCATION

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<b>UNIVERSITY OF SCRANTON</b> <i>Bachelor of Arts (BA) Communication / Journalism</i>	Scranton, PA
<b>ART INSTITUTE OF PHILADELPHIA</b> <i>Multimedia and Web Design</i>	Philadelphia, PA