

MEGAN ROTONDO

Art Director • Graphic Designer • Social Media Marketer

CONTACT



megrotodesign.com



dribbble.com/megroto



meg.ROTO@gmail.com



Allentown, PA



908.399.4676

CAPABILITIES / SKILLS

PROFICIENT IN:

Adobe Creative Suite

Social Media

Microsoft Office

Google Apps for Work

Google Data Studio

Google Analytics

Digital Photography

Basecamp

WORKING KNOWLEDGE OF:

Dreamweaver • Flash • HTML • CSS

Google Web Designer

Sketch

E-mail marketing: Contactology,

Constant Contact & MailChimp

CMS: WordPress, Umbraco &

FlipCause

Comfortable working in both PC and Mac interfaces

CERTIFICATIONS

Google Analytics • Google Web Designer Basics

EDUCATION

2006 -
2004 • **BFA Graphic Design**
The College of New Jersey

2004 -
2002 • **AFA Graphic Design**
Raritan Valley Community College

CONTINUING EDUCATION

Intro to HTML/CSS Class • Intermediate HTML/CSS • Intro to JS
Girl Develop It

VOLUNTEER SERVICES

Co-Chair - *Lehigh Valley Girls Pint Out*

National Advisory Board - *Girls Pint Out*

Board Member - *Saucon Creek Conservancy*

Committee Member - *Saucon Creek Arts Festival*

EXPERIENCE

Present -

Oct 2012

Associate Art Director

Keenan-Nagle Advertising, Inc. | Allentown PA

- Responsible for producing a variety of print & digital-based projects for B2B & B2C clients
- Overseeing client's creative, financial and scheduling needs
- Creation of client social media plans and execution including editorial calendar, content creation, branded content graphics for various social media platforms, advertising and analytics
- Process & analyze Google Analytics reports for websites and digital campaigns
- Work collaboratively with in-house design & web team and creative director on art direction, production and quality control

Present -

Oct 2017

Marketing Graphic Designer

Hijinx Brewing Company | Allentown, PA

- Social Media coordination including development of editorial calendar & content execution
- Branded graphics for social media, e-mails, and events
- E-Mail Marketing design and execution
- Photography of beer releases, products, and merchandise
- Packaging design

Dec 2014 -

Aug 2014

Moravian College

Adjunct Faculty Instructor | Bethlehem, PA

- Adjunct instructor for Portfolio Seminar. Aided senior level students in the creation of final print & digital graduate portfolios and resumes. Weekly critiques of updated portfolio work and newly assigned branding projects.
- Professional advisor for sophomore portfolio reviews. (Spring & Fall 2013 & Fall 2014)

Sept 2012 -

May 2011

Senior Designer

NEWVISION Communications, Inc. | Allentown, PA

- Lead Designer/Art Director/Project Manager for a multimedia company
- Designed and art-directed, print collateral, catalogs, video graphics, mobile apps, websites and e-mail campaigns for B2B and B2C clients
- Responsible for photo and video shoot art direction, setup and shot list on location and at in-house facility
- Worked in conjunction with in-house coders, developers and video editors on development of delivered product

May 2011 -

July 2008

Graphic Designer

MillerVolpe, Inc. | Doylestown, PA

- Lead designer responsible for producing print and web projects for B2B and B2C clients, including advertising, brand identity, marketing collateral, website graphics, trade show exhibits and art-directed photoshoots
- Project managed freelance coders and collaborated with production managers and printers, attending press checks, in preparation of final product

July 2008 -

Feb 2007

Design Associate

Sterling Publishing | New York, NY

- Designed book covers, interiors and three dimensional packaging for divisions including Hasbro and Hearst Publications
- Managed and art directed freelance designers, illustrators and photographers on production of final artwork

Jan 2007 -

April 2006

Graphic Designer

Office of Public Affairs at The College of New Jersey | Ewing, NJ

Dec 2006 -

Sept 2006

Internship, Graphic Designer

Pequod Communications | Princeton, NJ

Summer 2006

Internship, Graphic Designer

CosmoGirl! Magazine | New York, NY