

MEGHAN FROST

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education

INDIANA UNIVERSITY BLOOMINGTON 2012

Kelley School of Business
B.S. in Marketing

Henry Radford Hope School of Fine Arts
B.F.A. in Graphic Design
Minor in Art History

experience

BLUE CHIP MARKETING WORLDWIDE Chicago, IL Senior Digital Designer | August 2014 - Present Digital Designer | June 2012 - July 2014

Conceptualizes visually dynamic & concise design ideas for a host of digital products, including brand websites, microsites, mobile experiences, & rich media advertisements

Develops designs that translate into integrated, visually sophisticated solutions for web, mobile & digital promotional marketing initiatives

Collaborates with developers on creation of wireframes & execution of digital designs

MEDIAWORKS ADVERTISING Bloomington, IN Web & Print Designer | October 2010 - May 2012

Expanded current branding efforts & built new brands for clients in multiple fields, including manufacturing, nonprofit, retail, & tourism

Assisted in web design & programming by completing front-end designs, entering content in Joomla, & coding with basic HTML

Communicated with clients to define project parameters, identify deadlines, & present final proofs for approval

ONE CLICK VENTURES Indianapolis, IN Affiliate Marketing & Design Intern | May - August 2010

Developed relationships & recruited key affiliates that increased revenue within the affiliate channel

Designed online advertisement banners that referred over 10% of affiliate revenue

Utilized social media to identify potential affiliates, inform current affiliates, & spread program information

workshops

THE STARTER LEAGUE Chicago, IL Student | June - August 2013

Completed intensive 11-week course covering HTML5 & CSS3 fundamentals ranging from terminology & syntax to basic responsive design

skills

WEB

HTML5/CSS3
Joomla

SOFTWARE

Adobe Creative Cloud
Illustrator
Photoshop
InDesign

Microsoft Office Suite
Word
PowerPoint
Access
Excel

LANGUAGE

Conversant in Spanish