

# 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