

Meghan Frost

12108 Wallace Street | Crown Point, IN

Meghan.Frost89@gmail.com

meghanfrostdesigns.com

(219) 308-8227

EDUCATION

Indiana University Bloomington, 2012

GPA 3.6/4.0

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

Software

Adobe Design Suite CS5.5

Illustrator

Photoshop

InDesign

Flash

Dreamweaver

Contribute

Fireworks

Microsoft Office Suite

Word

PowerPoint

Access

Excel

SPSS Statistical Analysis

Web

Joomla

Drupal

Basic HTML Knowledge

Social Media Management

Skills

Letterpress

Bookbinding

Conversant in Spanish

EXPERIENCE

Assistant Art Director

Mediaworks Advertising *Bloomington, IN*

October 2010 - May 2012

Prioritized numerous projects with short- and long-term deadlines in a self-directed environment

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

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

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

Affiliate Marketing and Design Intern

One Click Ventures *Indianapolis, IN*

May - August 2010

Developed relationships and 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, and spread program information

Marketing Communications Intern

Girl Scouts of Tulip Trace *Bloomington, IN*

September 2008 - July 2009

Collaborated with Marketing Coordinator to rebrand the organization's local image and produce a cohesive set of distribution materials

ACTIVITIES

President of Recruitment

Alpha Omicron Pi

Introduced new procedures that increased member return rates by 10%

Coordinated weekly events for over 200 potential new members

Led 150 current members through the six-day formal recruitment process

Public Relations Committee

Habitat for Humanity

Collaborated with 5 local professionals to increase brand recognition for the ReStore

Worked within creative briefs to concept and design a series of bimonthly magazine advertisements

Peer Tutor

The Computer in Business

Assisted 30 students in learning to use both Microsoft Access and Excel

HONORS & EXHIBITIONS

BFA Thesis Exhibition

December 2012

BFA Capstone Grant

September 2012

Henry Culbertson Award for

Outstanding Academic Writing

February 2008