Megan Gillen

UI/UX Designer

📞 973 - 867 - 8893
✉ MeganGillen17@gmail.com
📍 New York City, NY
🌐 Portfolio coming soon

PROFILE

Paid Search analyst-turned-UI designer with experience in critical thinking, project management, A/B testing, and merging business objectives with user needs. Looking to apply my analytical skills and attention to detail toward designing digital products that are easy to use.

EDUCATION

UI Design - CareerFoundry

Intensive project-based UI Design training program with a focus on the UX design process, mobile app design for iOS and Android, responsive web design, and front-end web development
2019 - 2020

Villanova University

B.B.A. Marketing & International Business
2013 - 2017

SKILLS

Sketch, Adobe XD, Responsive Web Design, InVision, Rapid Prototyping, Wireframes, Google Analytics, Microsoft Office, SharePoint, Usability Hub, HTML, CSS, JavaScript

WORK

Senior Analyst, Search Engine Marketing

Horizon Media   *Aug 2018 - Present*

- Adhere to brand copywriting guidelines to advertise across multiple search engines
- Use client KPIs to plan, implement, monitor, and optimize media
- Analyze campaign performance based on key metrics, goals, and formulated optimization opportunities

Digital Media Associate

Orion Worldwide   *Jul 2017 - Aug 2018*

- Planned and executed media strategies based on client needs, negotiated deal terms and created digital media partnerships
- Managed 10 digital media and programmatic vendor partnerships across 15+ client accounts

Marketing Intern

International Voyager   *Jun 2014 - Jan 2017*

- Designed newsletters, assisted with HTML e-mail templates, pricing analysis, competitive research

Ad Sales Intern

Discovery Communications   *Jun 2016 - Aug 2016*

- Pitched a high profile client partnership to 30+ Ad Sales execs
- Analyzed competitor advertising campaigns for Olympics sponsors and other clients

Digital Marketing Intern

Ambassador Theatre Group (UK)   *Mar 2014 - Apr 2014*

- Built and sent newsletters and promotional e-mails
- Conducted promotion analysis, e-mail campaign analysis, designed HTML e-mail templates
- Assisted with website, blog, social media, SEO/SEM