

Megan Gillen

UI/UX Designer

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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