

# MEGAN WATTS

Franklin, TN 37067 • (404) 615-6149

meganw1001@gmail.com • <https://www.meganwattsillustration.com/>

## PERSONAL STATEMENT

---

I am currently the Marketing Lead/Graphic Designer at Alfred Williams & Company for the last year. I studied Animation and Illustration with a focus on background design. I have accrued extensive graphic design and marketing knowledge and experience in my current role. I am hardworking, a team player, a quick learner, detail oriented, and willing to listen to feedback. I have extensive knowledge of industry programs, with the eagerness to continue to learn.

## PROFESSIONAL EXPERIENCE

---

### Alfred Williams & Company

Nashville, TN

#### *Marketing Lead/Graphic Design*

July 2022 – Present

- Created several in-depth proposals for multimillion dollar projects
- Managed both internal and external events
- Managed social media
- Worked with a team to manage funds and budgets for events and proposals
- Created marketing campaigns for events and holidays
- Established a new brand standard for use in online presentations program
- Created web pages for client facing presentations and events
- Event invitation design
- Helped create web graphics for company website
- Helped establish new message maps for company
- Collected and analyzed data from customer presentations and company goals

### Mountain High Outfitters

Franklin, TN

#### *Creative Director/Marketing*

February 2020 – 2022

- Worked completely remote for all Creative Director/Graphic Design aspects of job (excluding mural installation and work trips)
- Designed and installed hand-painted and wallpaper murals at store locations
- Designed and installed window decals, including large brand photos, hanging signs, and brand logos
- Managed a number of online and in-store marketing campaigns
- Constructed weekly email campaigns and blogs
  - Rebranded MHO's email campaigns and created a brand standard
  - Created gifs/images/graphics
  - Created dynamic ads for associated brands/MHO
- Created in-store signage for promotional marketing, signs for brands that are carried in-stores, and custom signs upon request
- Created 4 catalogs for Mountain High Outfitters which included all major brands carried by retailer
  - Collaborated with brands to design pages
  - Instructed brands on how to design their respective pages in-house, following our guidelines
  - Created custom coupon pages for guests to use in-store
- Created marketing campaign collaborations for brands, displayed at stores and in other markets (i.e. gyms, special events, other retailers, etc.)
- Designed billboards for MHO and associated brands
- Designed business cards for MHO employees
- Designed TV Ads for in-store rotating advertisements
- Created graphics for web use
  - Web banners for homepage, brand banners for brand pages, and other graphics for homepage
- Redesigned website
- Created engaging SMS marketing campaigns using gifs, static images, text, etc.
- Solely managed all of social media (Instagram, Facebook, Tiktok, Pinterest)
  - Created weekly layouts
  - Created engaging Instagram/Facebook stories that could link to web products/website
  - Created dynamic feed posts, including sale graphics, product images, on model images, gifs, and more
  - Coordinated with top brands to create graphics and provide feedback for collaboration
  - Created campaigns with social media influencers to creating engaging content to reach broader audiences
  - Coordinated with marketing strategists on branded content and paid social media ads

- Managed collaborative and individual giveaways of popular products
- Coordinated with local marketing teams in MHO's diverse regions to create unique campaigns for social media
- Gained over 11,000 followers on social media (started with low 20k followers, now has over 35k and growing)
- Designed T-shirts, hats, and more merchandise for MHO's personal brand development
- Created grand opening campaigns for new stores to be used on MHO's social media accounts and local marketing resources
- Designed logos and rebranded aspects of current MHO brand

### **Magnetic Dreams Animation Studio**

Nashville, TN

*Freelance Illustrator/Animator*

January 2020 - February 2020

- Designed and painted backgrounds for commercials
- Created character designs
- Animated characters with rigging system in Adobe After Effects
- Used tools in Adobe Premiere Pro to edit in existing characters into backgrounds of tv show
- Worked on Sesame Street production

### **Animation Libation Studios**

Fullerton, CA

*Intern*

December 2018 - May 2019

- Created concept art and backgrounds
- Worked with character designer to determine layout and shot sequences
- Designed and fully painted textures and models for props
- Took to full paint several shots for fully designed concept art

## **EDUCATION**

---

**California State University, Fullerton, College of the Arts**

Fullerton, CA

*Bachelor of Fine Arts*

Graduation: January 2020

Major: *Illustration*, Specialty: *Background Painting for Animation*

Cumulative GPA: 3.91/4.00, Dean's List: Summa Cum Laude

## **TECHNICAL SKILLS**

---

- Traditional Painting (Oil, Acrylics, Gouache, Watercolor)
- Traditional Drawing (Graphite, Charcoal, Pen, etc)
- Sculpting (Clay, Metal, Wood)
- Project Management
- Budget and Sales Management
- Client Presentation/Client Management
- Adobe Suite
  - Extremely proficient in Photoshop
  - Very proficient in Illustrator
  - Knowledgeable in After Effects, Premiere Rush, and Premiere Pro
- Ceros
- Procreate
- Proficient in Typographical Design
- Proficient in Color Theory
- Google Suite
- Google Ads Manager
- Google My Business
- Google Analytics (moderately proficient)
- Microsoft Suite
  - proficient in PowerPoint