

# MEGAN WATTS

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## PERSONAL STATEMENT

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Currently the Creative Director at Mountain High Outfitters for the last year and a half. I studied Animation and Illustration with a focus on background design. Once the pandemic happened, I modified my skills to work in an industry I love, the outdoors. In my spare time, I love to kayak, SUP, climb, hike, camp, and travel. I have visited over 35 states and my goal is to visit every state in the US. 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. If you wish to see any examples of work that I have done or am currently doing, please reach out.

## PROFESSIONAL EXPERIENCE

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### Mountain High Outfitters

Franklin, TN

#### *Creative Director/Marketing*

February 2020 – Present

- Worked completely remote for all Creative Director/Graphic Design aspects of job (excluding mural installation and when staffing shortages occurred)
- 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 3 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 (Currently in building stages with outside developers, not in effect)
- 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 and installed hand-painted and wallpaper murals at store locations
- Designed and installed window decals, including large brand photos, hanging signs, and brand logos
- 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**

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**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**

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- Adobe Suite
  - Extremely proficient in Photoshop
  - Very proficient in Illustrator
  - Knowledgeable in After Effects, Premiere Rush, and Premiere Pro
- Procreate
- Google Suite
- Microsoft Suite
- Traditional Painting (Oil, Acrylics, Gouache, Watercolor)
- Traditional Drawing (Graphite, Charcoal, Pen, etc)
- Sculpting (Clay, Metal, Wood)