

## Contact

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meganjwagner (LinkedIn)

## Top Skills

Layout

Social Media

Digital Photography

## Certifications

Certificate of Completion DAYTA  
University 2016

Print Production: Prepress and Press  
Checks

Illustrator for Prepress

Direct Mail Strategy

InDesign Data Merge for VDP

## Honors-Awards

Student Silver Addy Award: Big  
Brothers Big Sisters

Student Silver Addy Award: VW  
Bugs

Student Silver Addy Award: Bride  
and Groom Candid Wedding  
Photograph

Saint Cloud Area Roller (SCAR)  
Dolls Logo Contest Winner

Make It Minnesota Northeast Photo  
Contest 2015

# Megan Wagner

Graphic Design | Marketing Specialist

St. Cloud, Minnesota Area

## Summary

Graphic Design and Marketing professional of ten years in central Minnesota. Recognized for initiating ideas and working through those ideas from concept to completion. Creatively producing marketing materials with print, web, and social media. Great sense of current trends and best practices in design and marketing. Excellent at managing multiple projects and works well with maintaining a schedule and meeting deadlines accordingly.

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## Experience

Kenning Outsource Group

Graphic Design and Marketing Coordinator

January 2018 - Present

United States

Responsibilities:

- Work with company to develop an annual marketing plan and budget.
- Execute the day-to-day activities in implementing the marketing plan.
- Write marketing copy.
- Collaborate with outside vendors for marketing purposes.
- Create in-house marketing materials including folders, flyers, business cards, PDF downloads, etc.
- Email marketing including design, drafting, and scheduling (Constant Contact).
- Website maintenance for primary website (Wix) and B2B website (Infigo Catfish).
- Support eCommerce website by creating graphics, product images, and uploading products, along with writing product descriptions, PDF downloads, etc.
- Manage social media presence on Facebook, Twitter, Instagram, Pinterest, and LinkedIn including development of content, video, and graphics.
- Capture analytics from marketing efforts.
- Some pre-press duties including preparing print files for UV printing (Scodix SENSE), and imposition of files for print.

Accomplishments:

Assisted in development and design of the eCommerce B2B website and implement branding for the B2B marketing.

The Hatched Collection

Entrepreneur

January 2018 - August 2018 (8 months)

Albany, Minnesota

The owner, maker, and designer behind The Hatched Collection.

thehatchedcollection.com

- Crocheter and crochet pattern designer
- Crochet pattern tester
- Product photographer
- Etsy shop owner and maintainer
- Social media coordinator
- Graphic designer
- Event planner and organizer

Liturgical Press

Graphic/Web Designer, Marketing

May 2008 - October 2017 (9 years 6 months)

Collegeville, MN

Responsibilities:

- Involved in marketing planning and development with multiple projects across different platforms including print, web, and social media.
- Communicated visually the product(s) in a manner that would appeal to the target audience.
- Worked on the creative concept and execution of marketing materials, such as catalogs, self-mailers, brochures, online newsletters, print and online/social media advertisements, convention signage, emails, web banners, and more.
- Communicate with outside vendors, bid requests, approval of final projects, press checks, and follow up with the vendor(s) as needed.
- Researched and participated in social media and inbound marketing development.
- Managed social media accounts as the administrator for Facebook, Twitter, Google+, and Pinterest.

- Directed social media planning, projects, and concerns to the social media team.
- Provided research and assistance with website planning and design.
- Worked with the web developer in executing web design projects.
- Assisted in eCommerce product management.
- Mentored students and interns.
- Additional responsibilities included marketing project analysis, photography, color correcting, proofreading, and maintaining promotion records.

#### Accomplishments:

- Lead designer for a successful Daily Reflections marketing campaign which contributed to a sold-out product and increase in revenue.
- \* Saved on spending costs by researching and bidding projects with multiple outside vendors.
- Helped introduce and encourage the use of social media and inbound marketing.
- Redeveloped a website design in a timely manner and meeting required expectations that was first outsourced, but did not meet expectations.
- \* Participated in research and strategic business planning for partner company, Little Rock Scripture Study.
- Took initiative to research and provide an artist that was selected for a large scale book production project.
- \* Built strong and trusting relationships print vendors.

#### MG Photography

Freelance Graphic Designer

August 2015 - April 2017 (1 year 9 months)

Work with the photographer to design the Foley High School sports team posters.

#### MG Photography

Assistant Photographer

May 2007 - December 2009 (2 years 8 months)

Foley, MN

Candid Wedding Photography

#### Mills Fleet Farm

Sales Associate/Cashier

2003 - 2008 (6 years)

Brainerd, MN; Alexandria, MN; Waite Park, MN

Responsibilities included operating cash register, training new cashiers, manage paperwork for defective merchandise, customer assistance/service, stocking shelves, manage inventory, setting up merchandise displays, answer questions about products, and more.

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## Education

St Cloud Technical and Community College

Associate of Arts and Sciences (AAS), Web Page Design · (2006 - 2008)

St Cloud Technical and Community College

Associate of Arts and Sciences (AAS), Advertising Communication and Design · (2006 - 2008)

Central Lakes College-Brainerd

Associate of Arts (A.A.) · (2005)