

MEGAN TRUESDALE

Senior Graphic + Web Designer

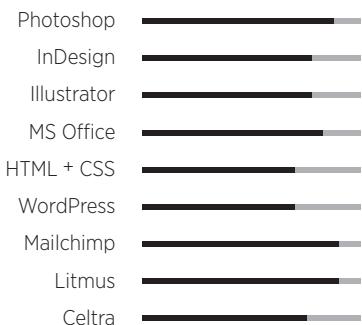
mtruesdale02@gmail.com
630.988.0868
megantruesdale.com

EDUCATION

University of Illinois Urbana-Champaign

BFA, Graphic Design | May 2007
BFA, Art Education | Dec 2007

TECHNICAL SKILLS



PROFESSIONAL SKILLS

Print + Digital Design
Branding + Identity
Concept Development
Art Direction
Web + Email Development
Team Leadership
Collaboration
Resource Management
Problem Solving

ACHIEVEMENTS

International News Media Association

Global Media Award | 2018
Best Idea to Grow Digital Readership or Engagement - Honorable Mention

Chicago Tribune

Publisher's Team Award | 2015 + 2016

Chicago Tribune

Individual Excellence Award | 2011

References available upon request

EXPERIENCE

Senior Graphic Designer | Toms Price Home | Mar 2019 – Mar 2020

- Solely responsible for design and development of all brand marketing collateral from concept to completion including: cross-platform campaigns, print and digital ads, direct mail, emails, in-store signage, landing pages, and social media imagery.
- Collaborated with the Marketing Director to deliver creative concepts and strategy that met business goals and drove results, generating a 25% revenue increase in Q1 2020 compared to Q1 2019.
- Maintained, updated, and identified areas of improvement for the company website, such as designing and implementing a pop-up email sign-up form that in the first month grew email subscriptions by 115% compared to the monthly average in 2019.
- Managed, created, and executed all email marketing campaigns and social media posts.
- Analyzed and tracked metrics for email as well as organic and paid social media, adapting strategy, content, and design of future campaigns to increase performance.

Senior Integrated Designer | Tribune Publishing – Creative Marketing | June 2017 – Sept 2018

- Managed, mentored, and provided art direction for a team of 4 designers supporting B2B and B2C marketing initiatives for Tribune Publishing publications – Chicago Tribune, Hartford Courant, Orlando Sentinel, Sun-Sentinel, Baltimore Sun, and Allentown Morning Call.
- Collaborated with the Sr. Creative Director, copywriters, and project stakeholders to deliver innovative design concepts that were in line with brand strategy, met business objectives, and drove results.
- Designed and developed cross-platform ad campaigns, event promotion collateral, signage, logos, HTML emails, landing pages, and websites.
- Oversaw team workflow, assigned resources, set priorities, and monitored progress to ensure campaigns were in market on time in a high-demand setting under tight deadlines.

Integrated Designer | Tribune Publishing – Creative Marketing | Aug 2015 – May 2017

- Created cross-platform consumer, event, and brand marketing campaigns and collateral for the Chicago Tribune, Redeye, Hoy, and Chicago Magazine.
- Designed and developed print and digital ads, event promotion collateral, media kits, billboards, point-of-purchase signage, logos, HTML emails, landing pages, and websites.
- Managed multiple projects in a high-demand setting, prioritizing work to meet deadlines.
- Served as an integral team member in implementing Workfront as a project management system and assisted in project planning and assignment.

Lead Digital Designer | Tribune Publishing – Digital Ad Operations | Jan 2014 – July 2015

Lead Interactive Ad Designer | Chicago Tribune – Ad Operations | Aug 2010 – Dec 2013

- Led and mentored the digital creative team, encouraging the development of innovative advertising design solutions, while ensuring campaigns were completed accurately and on deadline. The team initially supported ad design for the Chicago Tribune, but was centralized to support all Tribune Publishing markets in January 2014.
- Designed digital display ad campaigns in static, animated, HTML5, and rich media formats as well as designed and coded HTML email campaigns and landing pages.
- Collaborated with internal departments, clients, and vendors to troubleshoot technical issues and find viable solutions to successfully execute ad campaigns across desktop and mobile platforms.
- Evaluated, developed, and tested new digital ad unit types and new rich media vendor platforms, as part of the centralized team, to ensure digital ad products remained competitive and on trend.

Associate Interactive Ad Producer | Chicago Tribune – Ad Operations | Dec 2008 – Aug 2010

- Designed digital display ads in static, animated, and rich media formats as well as designed and coded HTML emails and landing pages for Chicago Tribune advertising clients.

Junior Designer | Merge Design and Interactive | June 2008 – Nov 2008

- Designed direct mailers, brochures, logos, business cards, signs, sell sheets, and websites for clients such as Michael Anthony Salon, American Home Shield, Hand Picked Pumpkin, and DePaul University.