

MEAGAN HAMMON



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Area

Salt Lake City, UT

ABOUT ME

I've strategically designed a variety of educational marketing materials that consistently delivered results and cultivated long-term trusted relationships with high-level clients. My goal is to obtain a position that will allow me to utilize my marketing, design and creativity to drive progress toward projects and company milestones.

WORK EXPERIENCE

MARKETING MANAGER

CLOVERTREE APOTHECARY

SEPT 19' - MARCH 20'

Built and maintained relationships with clients and customers. Planned marketing and branding objectives. Expanded product solutions and offerings, and ensured brand messages were consistent. Designed print and display ads, publications and all social media content. Lead all areas of content generation and production across all media platforms.

GRAPHIC DESIGN & MARKETING SPECIALIST

STUDIO 702 MEDIA MANAGEMENT

FEB 19' - MARCH 20'

Designed ads for social media, display banners and point of sale materials. Updating and designing Wordpress websites & landing pages. Collaborated with the team to ensure a cohesive overall campaign. Successfully maintained multiple projects and tasks. Met with clients to discuss creative needs and plan for upcoming campaigns.

MARKETING & EDUCATION COORDINATOR

SALT OF THE EARTH

DEC 17' - JAN 19'

Generated and optimized leads through website re-design and creative marketing. Designed training manuals and hand books for product education and services. Traveled to industry conferences and meetings serving as a representative to educate and connect with new & existing customers. Managed daily office tasks, bookkeeping and shipments.

FREELANCE GRAPHIC DESIGN

SELF EMPLOYED

AUG 15' - NOV 17'

Developed graphics and layouts for product illustrations, marketing materials and display ads. Created marketing and social media campaigns and strategies for various companies, including planning content ideation and implementation schedules. Created and distributed engaging written and graphic content for promotional events.

SKILLS

Illustrator

Photoshop

InDesign

Premiere Pro

Branding

Social Media

Copywriting

INTERPERSONAL SKILLS

Self Confident / Positive

Innovative

Problem Solver

Detailed & Organized

Team Player

EDUCATION

SOUTHERN UTAH UNIVERSITY

Associate Degree, 2013

Emphasis in Graphic Design

UTAH STATE UNIVERSITY

Studied Graphic Design

& Marketing 2015 - 2017

REFERENCE

Paul Heslop

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