



# MEGAN CRAFT

Graphic Designer & Art Director



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Berkley, Michigan 48072

Whether the strategy is direct response or brand awareness, social media lead magnets or event marketing; I enjoy designing for any platform and purpose. I'm well-versed in organic and paid social planning, the ever-changing ad dimensions, and optimizing engagement against the infamous scrolling thumb.

## EXPERTISE

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- Multi-platform Design
- Project Management
- Client Management
- Typography
- Social Media Planning
- Strong Communication
- Branding
- Website Design
- Creative & Professional

## EXPERIENCE

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### GRAPHIC DESIGNER & ART DIRECTOR

Twiz Creative; January 2022-Present

- Art Direct social media planning and asset creation for clients.
- Design a variety of print and digital marketing materials.
- Work with Creative Director on strategy development as well as brand development and execution for clients.

### GRAPHIC DESIGNER

Megan Craft Designs; May 2020-Present

- Design marketing material for diverse clients including ARO Outfitters, Drip IV, Reproductive Specialists of Carolinas, Allure Medical, etc.
- Rebranding and creating marketing content for clients.
- Social Media planning and content creation.

### GRAPHIC DESIGNER

Allure Medical November 2016-May 2020

- Design of marketing material for B2B, e-mails, newspaper/magazine ads, video graphics, social assets, web design, brochures, billboards, etc.
- Art directing photoshoots, illustrations & campaigns.
- Social media asset strategy and calendar planning.

## SOFTWARE

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- Adobe Creative Suite
- Wordpress
- Microsoft 365
- Constant Contact
- Sprout Social
- Callrail
- Asana
- Lead Pages

## EDUCATION

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### BACHELOR OF FINE ARTS, DIGITAL PHOTOGRAPHY 2016

The Art Institute of Michigan, graduated Magna Cum Laude