

megan jarosz

MEGAN JAROSZ

440.465.0351

mjarosz75@gmail.com

mjaroszdesigns.com

EDUCATION

Mercyhurst University

BFA in Graphic Design

2007 - 2011

SOFTWARE

Adobe Creative Suite

Figma

SaaS

CMS Platforms

CRM Platforms

Email Marketing Platforms

SKILLS

Project Management

Creative Strategy

Brand Development

Social Media Planning

Graphic Design

Product Development

Packaging

Motion Graphics

Video Editing

Photography

EXPERIENCE

Pulsar Eco Products, llc

Trend-leading creator of stationery, crafts, and impulse products; specializing in private label and custom retail programs for retailers and event partners worldwide.

Art Director, Graphic Designer // Cleveland, Oh // Nov 2022 - Present

Manage the end-to-end product development process for prominent B2B clients including industry giants such as Walmart, Kohl's, and Dollar Tree, contributing to \$8M in annual revenue // Lead marketing plan execution and marketing collateral support needs for product launches across various platforms such as digital, print, and video // Conduct trend research and market analysis to identify gaps and opportunities for new products and possible updates to existing formats // Develop and track schedules for production orders, maximize bundling of orders for cost efficiency and immediately address issues to ensure successful execution // Mentor a creative team, encourage cross-disciplinary teamwork, and develop strategies that align with brand vision and business goals, ensuring consistency and quality

P. Graham Dunn

Leading, domestic manufacturer of inspirational art, gift, and home decor.

Art Director, Graphic Designer // Dalton, Oh // Jun 2018 - Nov 2022

Oversaw the conception, execution, and on-time delivery of six annual catalogs encompassing 3000+ product SKUs // Implemented an automated image editing process using Photoshop, resulting in a significant increase in production and creation of digital assets // Created visually appealing and functional designs for packaging, fixtures, POS, and marketing collateral across retail and wholesale channels // Directed the creative exploration, styling, and execution of product photography for marketing campaigns, resulting in compelling storytelling // Cultivated an environment that nurtured creativity and collaboration, empowering designers to think outside the box and generate innovative solutions

The Equity Engineering Group, Inc.

Consulting, training, and software firm focused on creating and delivering practical and innovative solutions to solve asset challenges in the oil and gas industry.

Graphic Designer // Cleveland, Oh // Apr 2015 - May 2018

Developed and implemented a more cohesive brand strategy in order to increase brand presences in the market by conducting market research and competitor analysis to inform brand placement, the development of visual guidelines to enhance brand recognition, and the design of adaptable brand assets for use across various media // Contributed to the development and launch of a new, user-friendly company website // Designed user-friendly interfaces and engaging experiences for email marketing campaigns, the company website, and web-based apps, focusing on intuitive navigation and accessibility // Collaborated with sales on the execution of marketing collateral and advertising campaigns to promote new product offerings

DDR, Developers Diversified Realty

Self-administered and self-managed REIT operating as a fully integrated retail real estate company, whose portfolio consists of open-air properties in the most convenient locations of the wealthiest suburbs in the U.S.

Graphic Designer // Cleveland, Oh // Jun 2011 - Apr 2015

Worked in conjunction with creative director to develop visually compelling designs for print and digital media, including logos, brochures, websites, and social media campaigns // Designed large-scale graphics for retail spaces, trade show exhibits, and outdoor advertising and managed all aspects of large-scale print production, including material selection, vendor coordination, and quality assurance // Assisted in the organization, coordination, and implementation of internal events // Captured high-quality, dynamic images for corporate events, ensuring key moments were professionally documented