

MEGAN E. BEVAN

EDUCATION

BBA, Marketing
Georgia State University,
Atlanta, GA
12/2012

Digital Marketing Certification
Emory University
Atlanta, GA
2/2016

RELEVANT SKILLS

Digital Marketing
Adobe Creative Cloud:
Illustrator | Photoshop | InDesign
Microsoft Office
Website Design
Web Video Production
Photography
Customer Service
Sage ACT! Software
SPSS Marketing Software
SharePoint
Brand Management
Public Relations
Marketing Communications
Social Media Branding
Advertising Campaigns

REFERENCES

Kim Brinson
Business Owner
ATLAS YOGA
atlas yogasmyrna@gmail.com

Mike Riley
Senior Estimator
KEMRON Environmental
mriley@kemron.com

OBJECTIVE

Obtain a marketing position with a company that shares my drive for forward progress and fostering a positive, energetic environment, where I can utilize my creative and analytical skills to maximize company growth and also be given ample opportunity to expand my talents and grow intellectually.

EXPERIENCE

Packard Inc.

Marketing Designer 2/2016 - Present

Responsible for creation and analysis of marketing and communication deliverables that support strategic marketing goals, B2B marketing campaigns, and growth of corporate brand identity/recognition. Highlights:

- Identification of trends through analytics, optimizing performance based on insights, making recommendations for improvements and testing new campaign strategies
- Coordinating campaigns from concept to design to implementation across several different medias including print, email, homepage and customer web banners

Meg Bevan- Marketing | Branding | Design

Marketing Consultant/Branding Specialist 1/2015 – Present

An artist at heart with a desire to help people, I began helping start-ups in my spare time with their marketing, branding and graphic design needs. This endeavor evolved into my own business with a mission to help small businesses grow through branding, digital marketing and strategy analysis. Highlights:

- Capabilities include: Crafting custom marketing plan, logo/theme designs, custom branded media, web video production, website design, social media engagement, and content development.
- In less than 1 year, helped 5 businesses grow from the ground up in addition to assisting established marketing business with graphic design work

KEMRON Environmental Services, Inc.

Corporate Marketing Associate 12/2012 – 10/2015

My primary responsibilities at KEMRON included developing and implementing marketing & communication materials and initiatives (such as print collateral, presentations, tradeshow planning, data gathering forms, e-marketing and social media campaigns), composing proposals for business development, launching marketing campaigns and initiatives and executing administrative tasks.

Highlights:

- Composed over 250 proposals for private and government contracts to date, resulting in more than \$117 Million of company-wide work
- Improved standard forms, templates, and branding designs that increase functionality and effectiveness, and became the go-to resource company-wide for all things creative and visual

Restaurant Service Industry

Server/Hostess 9/2006 — 10/2012

Maintained continuous employment throughout HS and college, cultivating distinguished communication, sales and customer service skills across a diverse clientele.