megan weeks

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Profile

- A creative professional with a meticulous eye for detail and accuracy, an affinity for color and a love for clean and unique designs.
- Self-motivator with experience managing dozens of jobs at once and developing brands from scratch.
- A quick adapter comfortable with the pressure of a fast-paced environment.
- Skilled in generating and implementing new ideas to satisfy clients' requests.
- Experience with managing creative teams.
- Effective communicator and team player.

Experience

Food Bank of Central & Eastern North Carolina, Communications Team • Graphic Designer

June 2015 – present

- Responsible for the project management, art direction and design of all organizational materials, including: newsletters, annual reports, event and program collateral, educational and promotional pieces, signage, decor and digital pieces for six branches serving 34 counties in central and eastern North Carolina, helping to raise almost $10 million annually.
- Work with partners in corporate giving, grants, operations, volunteer services and agency services to design collateral for their marketing needs, saving them more than $50,000 in agency fees annually.
- Established and continue to maintain a project management system to receive new project requests, host all project discussions and allow requesters to proof designs. Trained more than 100 Food Bank employees on the project management system and continue to onboard new employees on it.
- In charge of all printing, from gathering quotes to choosing the vendor, and evaluating quality of printed pieces. Maintain and monitor the Food Bank's annual printing budget of $100,000.
- In-house photographer and videographer, responsible for all photo and video editing as well as maintaining the Food Bank's digital assets.
- Developed and implemented brand standards for the organization, increasing the Food Bank's recognition within the communities it serves. Continue to monitor and police the Food Bank's brand.
- Worked with an architecture firm and construction company to pick all interior and exterior finishes for the Food Bank's new 180,000-square-foot building.
- Led the RFP process for the Food Bank's new building's signage and graphics as well as managed all aspects of the installation process with the chosen signage company. Maintained budget of $250,000 for graphics.
- Designed more than 50 graphics for the Food Bank's new building, including numerous large scale graphics and all exterior signage, helping to increase visibility in the community and increasing the Food Bank's volunteer hours by 20%.
- Worked with developers to design and implement the Food Bank's volunteer scheduling website, saving over 1,500 staff hours annually.

Advance Auto Parts, Visual Branding Team • Graphic Designer

November 2014 – June 2015

- Responsible for the design of promotional pieces, both retail and commercial, including in-store flyers, catalogs, endcap signage, window signs and circulars, executed simultaneously and in short timeframes with 99.5% accuracy for North America's largest automotive aftermarket parts supplier and a Fortune 500 company.
- Concepted launch materials for a new premium brake product for Advance, intended to capture part of an $8 billion brakes market. The launch kit was sent to more than 30,000 commercial locations and generated higher-than anticipated metrics of more than $400,000 in sales the first week and more than $8 million the first year.
- Was responsible for a multi-lingual quarterly sales kit for field teams located across the country, Puerto Rico and the Virgin Islands. An example of collateral included: two, 16-page sales booklets; a 24-page catalog of our climate product line-up; 15 separate product flyers; a bi-fold Shop Supplies sales flyer; and a 16-page Tool and Equipment catalog. All collateral was also translated to Spanish. Kits shipped at the same time, therefore all materials followed the same proof and print deadlines.
- Took one of the largest catalogs Advance produced and brought it in-house. The Tool and Equipment catalog cost more than $20,000 per quarter. Bringing the catalog in-house reduced the expense to $8,000 per quarter. The redesigned catalog saw a huge boost in sales, exceeding the target of $52 million with the first issue.
- Supervised a team of freelancers and production artists, providing direction on layout, brand standards and copy.
- Worked with strategic partners in merchandising, visual merchandising, commercial marketing, community engagement and public relations to activate on their marketing needs.
- Project managed multiple jobs at once, including routing proofs, gathering missing content and managing proofers.
- Scorecarded Advance's print procurement company to ensure each job was printed at the highest quality with the best price and regularly evaluated the finished pieces for quality.
- Helped to facilitate the rebranding process as well as to maintain the current brands between Advance Auto Parts and it's acquisition, Carquest.
- Educated newly-acquired Carquest team members on Advance brand standards and processes.
- Executed new entrance signage for more than 5,000 stores by researching other retailers and testing different materials/sizes prior to design and working with real estate to overcome potential issues. The signage was designed and installed within three months with 95% of stores installed by the due date.

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Advance Auto Parts, Visual Branding Team • Production Artist
September 2011 – November 2014

- Concepted and executed designs for new initiatives to drive business, including new gift card designs, Wearever Platinum brake kits, dollars per transaction bathroom posters and performance parts consumer education materials.
- Participated in quarterly vendor shows to educate new field team members on Advance's brand and uniform standards.
- Developed and administered a design test for potential freelancers and interns.
- Led our translation vendor request for proposal process by interviewing potential translation companies, communicating our requirements, developing and administering a translation test and reviewing their results.
- Concepted and executed new store decor for more than 100 BWP stores, after Advance's acquisition of the company.
- Designed 40-piece trade show booths for new brand and product launches at Advance's yearly commercial conference.

Community

American Advertising Federation, Triangle • Vice President
August 2016 – July 2017

- Organized social and educational events for our members, including guest speakers, agency tours, and panels.
- Worked with other advertising clubs in the area to put on Merry Mingle, a holiday party raising almost $7,000, equating to 79 new bikes for the Triangle Spokes Group, pushing them over their 2016 goal.

Triangle Ad2 • President
August 2015 – July 2016

- Organized social and educational events for our members, including resume/portfolio reviews, internship opportunities and agency tours.
- Designed and distributed a monthly newsletter to more than 150 people.
- Reached out to universities, agencies, corporations and other clubs to recruit new members.

Education

University of South Carolina

- Bachelor of Arts — Journalism and Mass Communications, December 2010
- Major — Visual Communications and Minor — Art History
- GPA — 3.94

Awards

- Sir Walter Raleigh Community Impact Award, Food Bank's New Building, September 2017
- TCREW Champion Awards: Best Redevelopment Nominee, Food Bank's New Building, April 2017
- TCREW Champion Awards: Community Enhancement Award Nominee, Food Bank's New Building, April 2017
- American Advertising Federation Roanoke Silver ADDY — Car Guy Campaign Window Cling, February 2015
- American Advertising Federation District 3 Judges' Choice — Life Images Bathroom Poster campaign, February 2014
- American Advertising Federation District 3 Silver ADDY — Life Images Bathroom Poster campaign, February 2014
- American Advertising Federation Roanoke Gold ADDY — Life Images Bathroom Poster campaign, February 2014
- American Advertising Federation Roanoke Silver ADDY — Don't Forget Bathroom Poster campaign, February 2014
- American Advertising Federation Roanoke Silver ADDY — Commercial Holiday Card, February 2013

Skills

- Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Bridge, Lightbox
- Microsoft Office: Word, PowerPoint, Excel, Publisher
- Art direction
- Brand and identity development
- Page layout
- Environmental design
- Logo design
- Illustration
- Typography
- Photo editing and retouching
- Copy editing
- Printing standards and quality control
- Marketing
- Project management
- Web and email design with proficiency in HTML and CSS
- Video editing in Final Cut Pro, iMovie