

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 of clean designs.
- Self-motivator with experience managing dozens of projects 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 while staying within budget guidelines.
- Experience with managing creative teams, internal stakeholders, and external consultants.
- Effective communicator and team player.

Experience

Cengage Group • Brand, Content, & Creative Team

Creative Manager *October 2022 – present*

- Develop and execute creative strategy for the Institutional and Student Marketing teams within Cengage Higher Education, including print collateral, event/conference/tradeshows collateral, video, email, and web assets.
- Creative lead for Cengage Higher Education social channels (LinkedIn, Facebook, and Instagram). Collaborate with an outside agency to diversify content and target faculty members, leading to higher engagement on all platforms and driving traffic to the Cengage website.
- Impact marketing creative expert, overseeing creative on success stories, case studies, and testimonial videos.
- Executed creative for the fall 2023 student paid media and paid search campaign, producing \$30 million in revenue, doubling the revenue from fall 2022.
- Helped launch a print-on-demand store for the Institutional sales team, saving money and paper by allowing the reps to only print the sales tools they need. Worked with the developer to provide customizable collateral options for the reps to personalize their sales tools to their potential customers.

Food Bank of Central & Eastern North Carolina • Communications Team

Creative & Brand Manager *August 2018 – September 2022*

Graphic Designer *June 2015 – August 2018*

- Responsible for the project management, art direction, and design strategy of all organizational materials including: web and social graphics, newsletters, annual reports, event and program collateral, educational and promotional pieces, signage, decor pieces for six branches serving 34 counties in central and eastern North Carolina, helping to raise over \$22 million annually.
- Worked with partners in corporate and individual giving, grants, operations and programs, volunteer engagement, donor services and finance, human resources, and agency services to conceptualize and produce collateral for their marketing needs, saving thousands of dollars in agency fees annually.
- Supervised a Communications & Public Policy Coordinator, providing mentorship on design and branding, budgeting, and project management.
- Led the development and implementation of three branding initiatives within the Food Bank's 2021-2024 Strategic Plan, including managing budget, timelines, and outside vendors.
- Cultivated relationships with print, signage, and apparel companies: from gathering quotes to choosing the vendor, and evaluating quality of final pieces. Maintain and monitor the Food Bank's annual printing budget of nearly \$200,000.
- Researched, interviewed, and hired a translation service. Created a standard operating procedure for getting documents translated. Acted as the Food Bank point person for all translation services, ensuring turnaround times and budgets are adhered to.
- Led the RFP process for the Food Bank's brand audit, coordinating and interviewing four agencies. Once an agency had been selected, served as project manager to make sure we were hitting all the deadlines associated with the audit.
- Developed and executed a 3-year rollout and \$350,000 budget for a brand refresh. This plan included a rebranding of all six branches, website overhaul, and updating all print collateral.
- Designed and implemented the new brand based off of the results of the brand audit, getting buy-in from the Board of Directors, Executive Management Team, and staff. Designing the new brand in-house saved the Food Bank \$20,000.
- Developed and implemented brand standards for the organization, increasing the Food Bank's recognition within the communities it serves.
- Provided creative direction on the Food Bank's website redesign, making sure it adhered to brand standards.
- In-house photographer and videographer, responsible for all photo and video editing as well as maintaining the Food Bank's digital assets.
- Developed and executed the creative strategy for Closing the Hunger Gap, a bi-annual conference hosted by the Food Bank in 2019 with more than 500 attendees from across the world.
- Established and maintained 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 continued to onboard new employees on it.
- 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%.

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Advance Auto Parts • Visual Branding Team

Graphic Designer November 2014 – June 2015

Production Artist September 2011 – November 2014

- 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.
- Supervised a team of freelancers and production artists, providing direction on layout, brand standards, and copy.
- 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, so 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.
- 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 its 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.
- 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.
- Developed and administered a design test for potential freelancers and interns.

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

- Cengage Group Ethos Award Co-Runner Up, December 2023
- 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: three silver ADDYs and one Gold ADDY
- American Advertising Federation District 3: silver ADDY and judges' choice ADDY

Skills

- Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Premiere Pro, and After Effects
- Art direction and brand strategy
- Brand and identity development
- Project management: Workfront, ProofHub, and Lytho
- Web and email design with proficiency in HTML and CSS, Wordpress, Squarespace, and Figma
- Budget management
- Environmental and interior design
- Illustration
- Typography
- Photo editing and retouching
- Copy editing
- Printing standards and quality control
- Video editing
- Social media content creation
- Microsoft Office Suite