



# Megan McCloud

CREATIVE DIRECTOR / GRAPHIC DESIGNER

[www.mcmcloud.com](http://www.mcmcloud.com) / [www.linkedin.com/in/megan-mccloud](http://www.linkedin.com/in/megan-mccloud)

Fort Lauderdale, FL

703.439.0822

[mccloud.mc@gmail.com](mailto:mccloud.mc@gmail.com)

Innovative and ambitious graphic designer with extensive professional experience elevating brand marketing. Exceptional leadership, business acumen, communication skills, and artistic talent leveraged to deliver quality, impactful print and digital campaigns. Solid success directing and implementing a broad range of revenue-generating creative design projects, from conception through launch. Able to identify opportunities, overcome limitations, and build long-term relationships with multiple departments, vendors, and clients. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology, trends, and modern processes while ensuring compliance with brand standards.

## AREAS OF EXPERTISE

- Cutting-edge Graphic Design
- Full Life Cycle Project Management
- Creative Team Building and Leadership
- Print and Digital Marketing—Brochures / Invitations / Ads / Event Signage / Emails / Digital Advertising / Social Media / Presentations / Media Kits
- Remote Team Management
- Customer-Centric Solutions
- Mechanical Art / Offset and Digital Print Production
- Cost Control / Budget Administration
- Staff, Vendor, and Media Relations
- Resource and Asset Management

## PROFESSIONAL EXPERIENCE

03/2011–09/2020

Hanley Wood Media, Inc.  
(now Zonda)

**Senior Art Director**

*Remote / Washington, DC*

### **Efficiently led and administered creative print and digital design projects in support of ongoing company-owned and client-based sales, marketing, and event programs.**

Directed a creative team of up to 6 designers and project managers and inspired them to produce exceptional concepts that take the organization to the next level. Strategically set design requirements and objectives for marketing collateral and ensured content compliance with brand guidelines across 6+ business units. Coordinated clients and vendors to responsibly oversee budgets of up to \$250K. Reviewed all production materials on crucial projects and provided signature authority; managed operational, strategic, and administrative functions.

### **SELECTED ACHIEVEMENTS:**

- Overhauled the creative team's workflow. Removed barriers to keep projects moving forward while implementing process improvements to create new projects. Streamlining led to time savings, ability to tackle more work with established resources, and beneficial partnerships.
- Defined art direction, supervised, and aided completion of 20–50 fast-paced projects simultaneously comprised of ads, brochures, emails, invitations, on-site event materials, media kits, web banner ads, and PPTs with lean resources.
- Executed creative direction for over 47 branded events, driving the visual inspiration for all new venues and experiences, with 12.7% annual growth over 3 years without additional design cost or staff.
- Headed the creative and branding strategy behind over 34 client-based projects with a 15.9% annual growth rate over 3 years with in-house resources.
- Conceptualized new process to bring 6+ publications in house, reducing production timeline from 2 months to 2 weeks, saving design cost and time.
- Launched a new system of work tracking and personnel assignment. Collaborated with other senior executives to introduce a company-wide project management system, centralizing workflows, saving time and money. Developed training and equipped other teams for continued success.
- Spearheaded use of a new email builder system to improve turn times and enhance responsive design of 300+ marketing emails deployed yearly. Led to increased capability and reduced time troubleshooting, testing, and coding.



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## PROFESSIONAL EXPERIENCE

12/2006-03/2011

Hanley Wood Media, Inc.  
(now Zonda)

**Senior Graphic Designer**

*Washington, DC*

**Facilitated creative idea generation, design, and execution of print and digital marketing collateral for internal and external clients.**

- Worked closely with the creative director, marketing managers, and copywriters to continuously improve and enhance the marketing collateral and develop new products.
- Produced a high volume of printed marketing materials such as brochures, invitations, ads, and event materials. Coordinated their print production to ensure materials delivered on time and on budget.
- Managed multiple goals, priorities, and deadlines within a fast-paced environment and guaranteed that projects exceeded client expectations.
- Interacted with clients and customers to advise them on the most appropriate solutions to reach their audience and marketing goals and outperform competition.
- Organized design updates to modernize the company identity and branding standards, establishing consistency across all marketing channels and touchpoints.

07/2004-12/2006

Paras Productions

**Graphic Designer**

*McLean, VA*

**Developed, rendered, and expanded art concepts throughout the production of advertising, print, and digital materials for a graphic design service agency.**

- Collaborated with the creative team to produce dynamic marketing communications reaching the client's target branding, audience, and objectives while staying on deadline and within budget.
- Evaluated requirements and utilized Adobe InDesign, Photoshop, Illustrator, and Dreamweaver to create brochures, invitation packages, newsletters, and other printed and digital materials.
- Worked directly with clients and coordinated print management and production of artwork complying with industry standards.
- Initiated transition of design files and workflow from Quark Xpress to Adobe InDesign after learning the software uninstructed.

## EDUCATION

Savannah College of Art and Design  
**Bachelor of Fine Arts, Graphic Design**  
*Savannah, GA*

- Studied Graphic Design, Web Design, and Advertising
- Studied abroad in Southern France

## PROFESSIONAL DEVELOPMENT

12/2016

General Assembly  
**HTML, CSS & Web Design Circuit**  
*Washington, DC*

08/2020

StackSkills  
**Adobe Photoshop CC—Advanced Training**

08/2020

Emtrain  
**Fostering a Diverse and Inclusive Workplace 1.1**

## ADDITIONAL SKILLS

Adobe Creative Suite—  
InDesign / Photoshop  
/ Illustrator / Acrobat /  
Dreamweaver / Sketch

HTML / CSS

Typography

WorkFront

Brand Strategy

Storytelling

Executive level  
presentation skills

Extremely organized,  
flexible and dependable

Strong communication skills

Attention to detail

Highly self-motivated

Driven problem-solver