



MEGAN ANDERSON

CREATIVE DIRECTOR | MARKETING, BRAND, CAMPAIGN



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PROFILE

Creative and marketing leader with 12+ years of experience shaping brand, campaign, content, digital, event, and visual storytelling work. I specialize in finding the real message, organizing scattered information, and turning it into creative that supports engagement, conversions, and business goals. My work spans brand systems, sales and outreach materials, digital campaigns, print, video, events, and creative direction.

CORE SKILLS

Brand + Messaging Strategy

Brand systems, messaging, visual identity, audience strategy, campaign concepts

Campaign + Growth Creative

Digital campaigns, content marketing, email, paid social, Google Ads, landing page, SEO, conversion-focused design

Creative Direction + Design Production

Art direction, workflows, layout, signage, typography, print production, video direction, presentation, photography

Event + Sales Enablement Creative

Event branding, sponsor materials, pitch decks, trade show materials, fundraising campaigns, sales collateral, outreach materials, executive presentations

Leadership + Execution

Creative review, contractor direction, vendor coordination, cross-functional collaboration, project planning, quality control, stakeholder communication

Tools

Adobe Creative Suite, Acrobat, Microsoft 365, Google Workspace, Canva, WordPress, Divi, AI-assisted creative workflows

EXPERIENCE

Creative & Marketing Director

2019 - Present

Oakwood Creative Care | Mesa, Arizona

- Lead brand, messaging, campaign, digital, and creative strategy for a 50-year nonprofit, with organizational revenue increasing from roughly \$1M to \$3.8M.
- Led a full brand evolution across visual identity, voice, and messaging, creating a more cohesive and recognizable brand system.
- Direct creative for campaigns, landing pages, email, social ads, print, web, signage, video, events, donor appeals, sponsor materials, and outreach.
- Built the organization's first creative workflow system, improving intake, prioritization, project tracking, review processes.
- Manage writers, designers, freelancers, and vendors, reviewing work for concept, clarity, brand consistency, quality, and execution.
- Translate complex programs and fundraising needs into messaging and creative that supports engagement, conversions, and growth.

Creative Director

2017 - Present

Inkdot Creative | Queen Creek, Arizona

- Own brand, marketing, and creative projects for small business clients, guiding work from strategy and creative direction through hands-on design, production, and launch.
- Develop visual identities, logo systems, campaign concepts, digital and print materials, websites, sales collateral, and production-ready brand assets.
- Translate loose ideas into clear creative systems, including messaging hierarchy, audience direction, layout structure, campaign flow, and brand standards.
- Create polished, practical marketing materials that help clients clarify their offer, strengthen their visual presence, and move audiences toward action.
- Maintain hands-on production skills across Adobe Creative Cloud, WordPress, Divi, layout, typography, digital production, and responsive design.

Sr. Graphic Designer + Digital Marketing Specialist

2017 - 2018

Smart to Finish | Gilbert, Arizona

- Managed graphic design, digital marketing, web, campaigns, and marketing collateral for a portfolio of small business clients.
- Created brand collateral, social media content, print materials, ad campaign strategy, while keeping creative aligned with each client's brand and audience.
- Coordinated multiple client projects, managing creative requests, timelines, revisions, client communication, and business goals.

Additional Experience

- Sales Executive Coordinator • Origami Owl • 2014
- Photographer/Co-Owner • Drew & Megan Photography • 2009
- Sales & Marketing Manager • Atom Lighting • 2007