MEGANBLIVENCREATIVE

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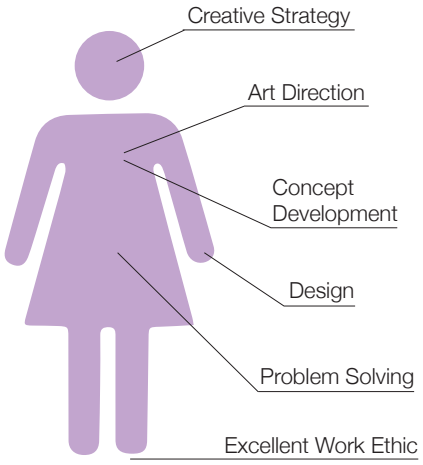
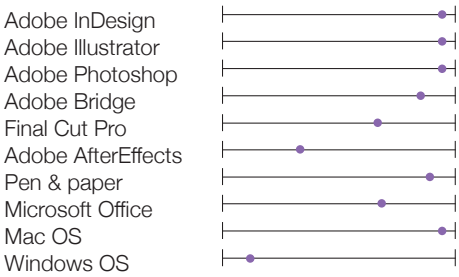
OVERVIEW

Creative problem solver with an excellent work ethic and desire to excel. Have worked in tv, print, digital, social media, OOH, added value and branding with a special interest in the big idea. A constant drive for creativity and conceptual thinking in and out of the workplace, with out-of-office outlets including costume designing, baking and cake decorating, body painting, interior curating, spacial organization, event planning, and taking "movie night" a step up to a full immersive experience.



SKILLS



EDUCATION

Pratt Institute
BFA Art Direction
2006 - 2010

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR
KWG Advertising 07/2017 - present

Building brands creatively and strategically for long-range creative strategies and campaigns, while managing outsourced production teams, designers and freelancers to overall produce smart work for client satisfaction and brand success. Clients include: Pure Protein, The Best Bar Ever, Osteo Bi-Flex, Pamprin, Sun-In, Zapzyt, UltraSwim, MediGummies, and pitch work for Zicam.

SENIOR ART DIRECTOR
KWG Advertising 01/2015 - 07/2017

Worked across multiple brands and categories to conceptualize and develop unique creative campaigns and brand positionings that would be carried though to creative development and production in tv, print, social and digital. Clients include: Renew Life, Hungry Jack, Digestive Advantage, French's, Frank's Red Hot, ELF, MegaRed, Airborne, Move Free, Shaklee.

CREATIVE DIRECTOR / BRAND STRATEGIST
Isis Biodynamic® 02/2013 - 05/2014

Launched Isis Biodynamic®, taking it off the ground and turning it into a consumer ready brand. Facilitated ideas and concepts to develop the brand story, identity, and core target, as well as art directed and designed the brand identity, packaging, and all print, digital and promotional materials, resulting in an exclusive pick-up and national product launch in Whole Foods® Markets nationwide for March 2014.

ART DIRECTOR
KWG Advertising 01/2012 - 01/2015

Contributing member of the creative team with an emphasis on conceptual development and production for tv, print and digital for MegaRed, Digestive Advantage, Sustenex, Emergen-C, Airborne, Move Free, True Science, Delightables, VetIQ, GoldBond, Bullfrog.

ASST. ART DIRECTOR / CREATIVE COORDINATOR
KWG Advertising 06/2010 - 01/2012

Assisted in the conceptual development and production for tv, print and OOH for Emergen-C, Schiff Vitamins, Northland Juices, Apple & Eve Fruitables, and Lucy Peters, as well as KWG branding materials and redesign of website.

GRAPHIC DESIGNER / ART DIRECTOR
Trans Fat Productions Inc 09/2009 - 06/2010

Start-up production agency – designed all company promotional materials and website. Assisted in concepting and art directing film and commercial pitches and production. Produced motion graphics in AfterEffects. Designed and art directed treatment and pitch packages.