

MEGAN KNOEBEL

CREATIVE PROFESSIONAL

Irving, Tx

Team/Project Management, Product Development, Product Naming, Proprietary Ingredient Naming, Marketing Solutions, Graphic Design, Pre-Production and Pre-flight, Press Checks, Creative Solutions & Advertising Concept Development, Print Design, Brand Identity, Logo Design, Illustration, Email Design, Digital Design

megan.knoebel@gmail.com

469-260-0059 mobile

Creative Professional

Studio Production Manager

Nerium International

I am the Studio Production Manager within the Marketing Department at Nerium International. I ensure an accurate interpretation of visuals and files for production. I oversee all print materials and assists with global product packaging for our product line, review supplied assets and evaluate/ understand/clarify content details (e.g. images, copy, legal, size specifications, etc.). I ensure print-ready files for print and use best practices during pre-flight. I work backstage at the annual International "Get Real" Conference on the Production Team.

I manage organization of server. I work on the Product Development naming team, helping come up with the new product and proprietary ingredient names. I design digital (emails, powerpoint presentations, social graphics) and print assets (the Nerium Kit and Back Office flyers and Documents) as well as create high end watercolor illustrations and design apparel for the Nerium Store.

Addison, TX

Feb 2017 - Present

Graphic Designer

Texas
Jun 2008 - Present

Freelance Graphic Designer

I am available for independent design work, ranging from logo design, illustration, marketing, general brand identity and print collateral.

Sr. Production Artist

Addison, TX
Feb 2015 - Feb 2017

Nerium International

Production Artist

Addison, TX
Mar 2014 - Feb 2015

Nerium International

Graphic Designer

Irving, TX
Feb 2012 - Mar 2014

JPT Graphics

Primary job description consists of creating and preparing design for production. I design collateral for JPT Graphics' clients. This includes general logo design and brand identity design, collateral design including direct mail pieces, restaurant menus and POP advertisements, business cards, brochures, magazine and newspaper ads, signage and stationery. I communicate constantly with clients and handle multiple design and production jobs simultaneously, while troubleshooting in the design department and acting as customer service.

Contract Graphic Designer/Packaging Specialist

Dallas, TX
Sep 2011 - Jan 2012

Letronics Corp/Cellnorth Electronics

Executed graphic designs for product specification sheets, posters, web banners and ads and commercial product packaging. Also photographed, retouched, and resized product images to be web-ready for Samsung and other national electronic companies.

Graphic Designer

Dallas, TX
Jun 2011 - Feb 2012

MAC Advertising & Design

Executed graphic designs for print and web, including magazine layout, pull-up banners, billboards, brochures, and logos. Met and communicated with clients.

Academic Advisor Assistant

Art Institute of Dallas
Jun 2010 - Sep 2011

Art Institute of Dallas/ EDMC

Assisted the Academic Advisor Department with registration, organization, and record keeping. Designed posters/ promotional work for each quarterly registration period. Used Microsoft Word and Excel for record keeping.

Education

Bachelor of Fine Arts - Advertising

Dallas, TX
Oct 2008 - Sep 2011

Art Institute of Dallas

Graduated in 3 years from the Art Institute of Dallas with a BFA in Advertising Design. Mildred M. Kelley Scholarship Award, Dean's List, President's List.

Awards/ Recognitions

Honors Graduate

Maintained a 3.8 cumulative GPA throughout undergraduate studies at the Art Institute of Dallas.

President's Club

Recognition for obtaining a 4.0 GPA for one quarter of classes

Mildred M. Kelley Scholarship Award

Was awarded this scholarship at the Art Institute of Dallas for good grades and achievements. One student per quarter is elected for this scholarship.

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