

MEGAN SMITH

JERSEY CITY, NJ / NEW YORK, NY | MEGANMARYSMITH@GMAIL.COM | 973-714-4326 | WWW.MEGANMARYSMITH.COM

PROFESSIONAL SUMMARY

Creative designer with 15+ years of experience delivering cross-channel marketing, branding, and design for leading media brands. Skilled at translating business goals into engaging visuals, streamlining production workflows, and mentoring teams in fast-paced, deadline-driven environments.

CORE COMPETENCIES

Technical : Adobe Creative Suite / Microsoft Office / Google Workspace / HTML / CSS / Wordpress / AWS / Sketch / Figma

Marketing: Branch Metrics / Braze / Localytics / Canva / MailChimp / ConstantContact / Sprout Social / Social Media

Project Management: JIRA / Airtable / Zendesk

WORK EXPERIENCE

PRODUCTION DESIGNER / AEG Presents (Live entertainment division)

Started in 2010

- Utilize Adobe Creative Suite (Illustrator, Photoshop, InDesign) to create visually appealing designs tailored to clients' needs
- Successfully manage multiple projects simultaneously, meeting tight deadlines without compromising quality
- Deadline-driven and detail-oriented, with a focus on delivering consistent, brand-aligned assets under tight timelines.
- Collaborates closely with creative teams, artists, and vendors to bring tour concepts to life across all visual touchpoints.

FOUNDER & CREATIVE DIRECTOR / Sweet Lady Designs

Started in 2010

- Founded and operates a small design studio specializing in branding, web design, and visual communication for entrepreneurs, small businesses and the theatre community.
- Leads all aspects of design projects from concept to completion, including client discovery, creative direction, visual identity systems, and digital/print asset creation.
- Manages project budgets, prepares cost estimates, and ensures on-time, on-budget delivery.

OWNER & DESIGNER / Sweet Lady on Etsy

Started in 2013

Specializing in custom-designed items. Each piece is thoughtfully created to reflect the customers unique style and vision. Committed to delivering exceptional products and a seamless customer experience.

- Design and sell handmade products through Etsy, generating over \$40,000 in total sales and fulfilling 3000+ orders.
- Achieved 98% customer satisfaction rating with consistent 5-star reviews and repeat business.
- Managed all aspects of the shop including branding, product photography, customer service, and inventory.

PRODUCTION DIRECTOR - SENIOR DESIGNER / Audacy Inc. (formerly CBS Radio, Entercom, RADIO.com)

2014 – 2025

Enhanced design team productivity by creating an efficient file management system. Led cross-channel marketing campaigns for promotions and contests across hundreds of clients, refreshed client branding, and crafted compelling assets to drive in-app engagement

- Optimized the production process, preparing files for distribution and ensuring quality control across multiple design stages
- Spearheaded the rebranding of several clients' marketing assets, increasing brand recognition and improving ROI
- Led design of cross-channel marketing campaigns, including email templates and ad banners, increasing engagement
- Created cohesive brand identities and developed custom typography to enhance visual storytelling and brand recognition
- Conducted research on advertising trends in the market and developed innovative, visually compelling campaign concepts

BROADWAY THEATRE HOUSE STAFF - GUEST SERVICES / ATG Entertainment

Started in 2010

- Delivers exceptional customer service in a fast-paced, world-class Broadway environment, ensuring every guest has a memorable and seamless experience.
- Supports front-of-house operations, including guest relations and event coordination, acting as the primary point of contact for patrons before, during, and after performances.
- Monitors and enforces theatre policies, including safety regulations and audience etiquette, maintaining a positive, respectful atmosphere for all attendees.

SENIOR PRODUCT DESIGNER / Promosuite

2010-2014

- Designed and developed intuitive product UIs, ensuring seamless user experiences that align with business goals.
- Led management of the corporate website.
- Designed and developed custom websites for a range of clients while maintaining a strong, engaging social media presence

MANAGER, DIGITAL MEDIA CONTENT + DESIGN / Citadel Media (formerly ABC Radio)

2007-2010

- Specialized in curating high-impact content for top radio personalities and elevating emerging artists across 100+ websites.
- Expertise includes leading email campaigns, producing and editing exclusive video interviews with musicians, fostering label partnerships for unique content, and designing innovative multichannel contesting strategies.

EMAIL SPECIALIST - GRAPHIC/WEB DESIGNER / Live Nation

2005-2007

- Designed websites for special events and a venue platform for seamless ticket purchasing.
- Crafted targeted email campaigns and ad strategies to drive ticket sales and effectively market concerts across key websites.

CONTENT / EDITORIAL MANAGER / Clear Channel Radio (currently operating as iHeartMedia, Inc.)

2003-2005

- Created web designs for major concerts including Jingle Ball and managed content across multiple radio station websites.
- Designed promotions and contests, while executing large-scale email campaigns to broad audience databases.

EDUCATION

ART INSTITUTE OF PHILADELPHIA / Philadelphia, PA

Multimedia and Web Design

UNIVERSITY OF SCRANTON / Scranton, PA

Bachelor of Arts (BA) Communication / Journalism