

## SPMS Newsletter Editor Bid

My name is Megan Johnston and I would like to submit my bid to become the SPMS newsletter editor at the rate of \$250 per month.

I am a graphic designer with over 15 years of professional experience in my field as an independent contractor and as an art director & project manager for a variety of businesses. I have a bachelors degree from Eastern Michigan University in graphic design and marketing. My skills include mastery of Adobe Photoshop, InDesign, Illustrator, Acrobat and Spark which are part of the Adobe Creative Suite. I also tutor students online and in person for these program platforms. In addition to my design skills, I also have excellent project management, writing and layout skills. My specialty in graphic design is creating unique eye catching designs that are appealing to viewers and readers.

I have been a Masters swimmer for over 10 years and I currently swim for Las Vegas Masters. I previously swam Masters for SCAQ in Los Angeles, I swam varsity for Eastern Michigan University in Michigan, I was captain of the Dearborn High School varsity swim team in Dearborn, Michigan, and I swam for the USA swim team Dearborn Recreation Dolphins.

I have been on the SPMS committee for the past 4 years. I have been a delegate twice at the national convention and I have attended most of the SPMS committee calls over the past 4 years. I am part of the SPMS marketing committee with Anita and I have recently joined the new SPMS diversity committee with Virgil. I am also on the National USMS diversity and inclusion committee. I have worked on moderating the SPMS facebook group and helping with the social media presence of SPMS.

**Graphic Design portfolio:** [www.liquidreddesign.com](http://www.liquidreddesign.com)

**References:** Available upon request.

Graphic Designer & Project Manager who excels in managing and producing results; excellent ability to interact with present and future clients and able to effectively handle multiple projects through to completion. Substantial knowledge of the printing process, newsletter layouts, web design process and app design process. Works extremely well under pressure and within short deadlines. Strong organizational, multi-tasking, and team work skills.

## **AREAS OF EXPERTISE**

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- Project Management
- Graphic Design/ Art Direction
- Business-side and IT product management
- Team management and development
- Vendor management
- Consultant relationship management
- Quality assurance testing
- Gathering requirements
- Functional specs
- New software and application rollouts
- Functional/technical requirements

## **TECHNICAL SKILLS**

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- **Project Management Tools:** Office 365, Trello, Jira, Monday, GitHub, Asana, Slack
- **Design Software:** Adobe Photoshop, Illustrator, Dreamweaver, InDesign, Spark, Quark Express
- **Marketing:** Creative Art Direction, Relationship Management, 15 Years Graphic Design Experience

## **WORK EXPERIENCE**

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### ***Project Manager & Graphic Designer***

**2014 – 2020**

#### **WegnerWorks/ Club Assistant**

**Las Vegas, NV**

- Managed team of software engineers during full life cycle development of client initiatives
- Interviewed and hired additional staff when necessary based on project requirements
- Frequently engaged with clients to plan milestones and provide project updates
- Worked with team on user interface design and wireframes to provide to clients
- Managed the relationship between clients, programmers and outside vendors

### ***Marketing Project Manager & Art Director***

**2010 – 2014**

#### **Susanna Beverly Hills**

**Los Angeles, CA**

- Directed online marketing campaigns focused on new client outreach
- Created original designs for marketing materials and company website
- Interfaced with overseas fabricators to monitor production schedule

### ***Product Manager & Art Director***

**2008 – 2010**

#### **Capelta Couture Footwear**

**Los Angeles, CA**

- Managed product inventory requirements and overseas fabrication of custom footwear
- Created promotional materials and advertising campaigns
- Planned and coordinated promotional events including celebrity guests and press coverage

### ***Graphic Designer***

**2005 – 2008**

#### **Déjà Vu Consulting**

**North Hollywood, CA**

- Created promotional materials and managed advertising campaigns for all corporate locations
- Designed billboard advertisements and oversaw installation

# MEGAN JOHNSTON

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## *Graphic Designer*

**2003 – 2005**

### **Preview America**

**Pleasant Ridge, MI**

- Designed promotional materials for a variety of local Metro Detroit businesses including business cards, restaurant menus, and advertising campaign materials

## **EDUCATION**

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### *Bachelor of Arts (B.A.), Graphic Design*

**Graduated 2003**

### **Eastern Michigan University**

**Ypsilanti, MI**

- **Minor:** Marketing