

MEGAN COGSDILL

DIGITAL DESIGNER

CONTACT

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📍 Knoxville, TN

in MegCogsdill

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PROFILE

Successful Digital Designer equipped to handle each stage of design, development and execution with strong attention to detail and creative mindset. Improves designs with forward-thinking approach, incorporating customer feedback and dynamic market trends to consistently achieve targets.

EDUCATION

Web Design and Interactive Media

Bachelor of Arts (B.A.)

The Art Institutes

2010

SKILLS

- Graphic Design
- HTML Email
- Web Design
- Illustration
- Print Design

SOFTWARE

- Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, InDesign)
- Microsoft Suite (Have created Powerpoint presentations for senior level staff)
- Email testing: Litmus & Email On Acid
- Email deployment: Luminare Online, Listrak, Mailchimp, StrongView
- Project Management: Smartsheet, Basecamp, Asana, Jira

WORK EXPERIENCE

Senior Email and Creative Specialist

Alzheimer's Association | 2016-Present

- Design, code, and deploy responsive emails using conditional content to millions of users using Luminare Online
- Design and create donation forms
- Frequently conduct A/B tests on emails
- Work with internal partners on their monthly e-newsletters
- Design inserts for direct mail pieces

Freelance Designer

Amtrav | 2013-2017

- Refreshed designs within the website
- Designed print slicks and large pop-up banners for trade shows
- Designed and coded responsive html emails

Web Content Administrator

PureEdge Lighting | 2014-2015

- Maintained quality control with regular reviews of descriptions, guides and general text on two websites
- Designed, coded, and deployed html emails to 15K+ subscribers
- Designed info-graphics for social media marketing

Temporary Contractor

IPSOS | 2013-2014

- Designed several rounds of Ad Campaigns
- Designed and built E-Mail templates that were sent out to survey takers
- Worked with a team on the i-Say.com website using a CMS

Freelance Designer

Serta Mattresses | 2011-2016

- Worked on projects while sticking to brand guidelines
- Used Wildfire, a Social Media Marketing Software, to make Facebook contests
- Created Facebook Tabs & Contests, Banner Ads, and Print Newsletters

Flash Animator and Team Lead

TrainingU24/7 | 2011-2013

- Worked as Flash Designer and lead on training modules
- Finished each assignment in a timely manner to stay ahead of timeline dates
- Worked as a team with Project Manager and 3D Graphic Modeler