

Megan Jane Petruccelli

yellit@gmail.com | Oakland, California | 303.775.8956
www.linkedin.com/in/meganpetruccelli | www.ilikehighfives.com

Creative Director

Qualifications Profile

Highly creative concept-to-execution professional, offering broad-based knowledge and experience in digital marketing and design; backed by expertise in new product launch, business development, and web design. Adept at creating and implementing cutting-edge and creative solutions to achieve client goals toward sustainable growth. Armed with proven leadership skills honed from hands-on work experience in fasted-paced settings. Equipped with exceptional communications and interpersonal skills in establishing long-term relationships with colleagues, key clients, and professionals of all levels.

Areas Of Expertise

Creative Business Development	Adobe Creative Suite	Start - Up Brand Development
Digital Publishing & Promotion	Sketch	Digital Marketing & Design
Companion Application Solutions	InVision	Staff Supervision & Training
Client Relations & Retention	Final Cut Pro	Brand Development & Improvement

Professional Experience

The Camp Kit, San Francisco, CA, USA

Co-Founder & Creative Director

2015–Present

- Manage all facets of operations, to including company website's creation and maintenance and all print collateral, marketing materials, packaging design, and point of sale signage
- Accountable for company's brand development and management
- Conceptualize and design all company branding components, while also developing innovative and relevant content for multiple marketing and social media channels, as well as the monthly newsletter and regular advertising
- Effectively supervise the remote team

MakeItGoodLookin.com, San Francisco, CA, USA

Founder, Creative Director & Web Designer

2011–Present

- Direct and strategize all client acquisition
- Offer wide-range of digital services to clients, including web design, art direction, brand development, UI, and app design

Dialect Inc., San Francisco, CA, USA

Senior Interactive Art Director

2012–2016

- Led the conceptualization, design, and publishing of digital magazines, websites, and applications for various clients, such as EA, Wizards of the Coast, NVidia, The Sims, Gamevice, NVision, and Dungeons & Dragons
- Conceptualized, designed, and led “new features” development for all existing applications
- Facilitated creative brainstorming for new customer pitches
- Rendered expert oversight to remote international teams
- Facilitated weekly team meetings and directed digital magazines issues

Lux Design, San Francisco, CA, USA

Art Director

2011–2012

- Generated layout and design of workbooks for Cisco systems
- Steered efforts in conceptualizing and pitching new packaging for Adidas
- Created the internal workbook design for Pacific Gas and Electric Company (PG&E)

The Melt, San Francisco, CA, USA

Freelance Art Director

2011

Alta Vitas, San Francisco, CA, USA

Freelance UI Designer

2011

Furia World, Buenos Aires, AR

Creative Intern

2010

Wagner Custom Skis, Telluride, CO

In-House Designer

2008

Additional Experience

SheVentures – San Francisco, CA - **Panel Speaker**

2017

Heroikka – San Francisco, CA - **Business Consultant And Creative Advisor**

2016–2017

16Fours – San Francisco, CA - **Creative Advisor**

2014–2015

Miami Ad School – San Francisco, CA - **Instructor**

2013

Education

Master’s Degree in Art Direction

2009–2011

Miami Ad School, San Francisco, CA

Bachelor of Arts in Advertising & Bachelor of Science in Sociology

2003–2007

University of Colorado, Boulder, CO