



## education

**UNIVERSITY OF CINCINNATI** *Cincinnati, Ohio*  
 DAAP (College of Design, Architecture, Art and Planning)  
 Graphic Communication Design major; Class of 2015  
 Participated in the Professional Practice Program,  
 alternating semesters of class study & work in the field.

## work experience

**BENKEN** *Cincinnati, OH*

### Marketing Director

September 2022—Present

Benken is a garden center, florist & event venue. Since joining the team, I've provided creative direction through a brand refresh & landmark grand re-opening event in 2023.

#### Responsibilities:

- Website content management - seasonal updates, product creation, event calendar management.
- Social media management - creating, scheduling, & analyzing content on Benken's social platforms
- Direct marketing with weekly email campaigns and seasonal direct mail campaigns
- Brand management - Refresh the Benken brand, create a comprehensive style guide, proposal creation & creative direction through an aesthetic interior & exterior refresh, staff apparel, way finding, etc.)
- Complete website redesign
- Digital marketing - ad management and creation
- Seasonal product displays and merchandising
- Product and event photography and videography
- Event organization (creating and leading workshops, promotional photography & videography, vendor communication, workshop material creation, live plant purchasing, event signage, follow-up questionnaires etc.)

## skills

### PROFESSIONAL

Work ethic, problem-solving, critical thinking, adaptability, leadership, reliability, teamwork and team management, verbal and written communication, time management, public speaking, organizational skills.

**FERN SHOP CINCINNATI** *Cincinnati, OH*

### Graphic Designer & Shop Manager

August 2020—August 2022

Fern offers a curated selection of plants and planters as well as workshops and community events. I served as both graphic designer & shop manager while at Fern.

#### Creative responsibilities:

- Content creation & engagement with 37k+ followers
- Design proposal creation of live plant installations best fit for residential and commercial properties
- Brand management of marketing materials, event graphics and promotional print materials
- Package design for exclusive collaboration products
- Product merchandising & shop design

#### Managerial responsibilities:

- Creation & implementation of training materials
- Teaching workshops & private classes
- Communicating with & delegating tasks to associates
- Inventory management & live plant purchasing
- On-site plant care, pest treatment and plant installations for residential and commercial addresses
- Market set up and engagement during City Fleas and other pop-up events

### TECHNICAL

Brand management, art direction, print & web design, EGD, photography, videography, web development, social media, marketing, content management, merchandising/product display, typography, composition, copy writing

**RG SPORTS ACADEMY** *Sharonville, OH*

### Creative Director & Director of Youth Development

December 2019—June 2020

RGSA offers youth athletic programs in Cincinnati. I provided creative direction for RGSA and youth development direction for its volleyball program (OPVC).

#### Creative responsibilities:

- Provide creative direction for environmental design elements throughout RGSA's construction
- Creating comprehensive style guides for RGSA & OPVC
- Web design & content management
- Brand management (including facility graphics, social media, promotional print materials & apparel design)

#### Youth Development responsibilities:

- Program creation & implementation for athletes age 3-18.

**TEAM FITZ GRAPHICS** *Sharonville, Ohio*

### Graphic Designer; March 2017—December 2019

TFG provides high-quality custom athletic graphics to all levels of competition—from youth to professional.

#### Responsibilities:

- Creating environmental graphic design proposals and collaborating with sales & production teammates to provide QA through the entirety of each project.

## contact

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| visit my online portfolio at [www.megturns.com](http://www.megturns.com)