




## CONTACT

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 St. Louis, Missouri

# Meghan Daugherty

## CREATIVE MARKETING

**Hello!** I'm a **design-focused** creative leader with a passion for developing multi-channel content, ensuring flawless execution of visual campaigns that drive brand awareness, engagement, and conversions.

## PORTFOLIO

[meghandaugherty.com](http://meghandaugherty.com)

## SKILLS

Print & Web Design

Digital Marketing

*Email, SEO, Social Media*

Branding & Identity

UX and UI Design

Photo & Video Editing

## SOFTWARE

Adobe Creative Suite

*Photoshop, InDesign,  
Illustrator, Acrobat*

Content Management

*Salesforce, Contentful,  
Magento, WordPress, Figma*

Project Management

*Asana, Jira, Wrike, Monday*

Salesforce Marketing Cloud

Microsoft 365

## EXPERIENCE

2024- **Lead Graphic Designer**

EyeCare Partners – *St. Louis, MO*

Develop creative assets and manage brand standards across all marketing materials, including print, digital, in-store collateral, and training resources. Execute creative projects in-house while managing external agencies and designers to ensure high-quality, on-brand deliverables.

2005- **Senior Graphic Designer**

2024 **Anova** – *St. Louis, MO*

Designed in-house graphics, emails, web landing pages, print ads, and catalogs for B2B marketing campaigns. Ensured brand consistency and high-quality visuals across all digital and print materials. Managed third-party contractors and project timelines to deliver on schedule.

2013- **Freelance Production Editor**

2014 **Washington University** – *St. Louis, MO*

Redesigned monthly print newsletter and developed online edition. Created and managed monthly email campaign. Designed promotional print materials for departmental and community events.

2002- **Page Designer**

2005 **The Telegraph** – *Alton, IL*

Designed the sports section of daily newspaper in deadline-driven environment. Wrote headlines, captions and story briefs. Reviewed page proofs and performed quality press checks. Managed story assignments and schedules.

## EDUCATION

**Southern Illinois  
University Edwardsville**

Bachelor of Arts

*Mass Communications & Art*

## AWARDS

**Contest for Illinois College Journalists**  
*Illinois College Press Association*

- First Place in Feature Page Design
- Third Place in Feature Page Design