



MEGHAN MCGUIRE

CREATIVE MARKETING PROFESSIONAL

STATEMENT

I recently relocated to the Seattle area and am looking for opportunities to contribute my skills and experience to local projects. I am particularly interested in getting involved with initiatives that aim to uplift, inspire, and foster positivity.

EDUCATION

2010

Portland State University
Graduate Certificate

Digital Marketing

2001 - 2006

Southern Oregon University
Bachelor of Arts

Communications/Photojournalism +
Multimedia, Photography, Video Production

SKILLS

DESIGN AND EDITING

- Photoshop
- InDesign
- Illustrator
- Lightroom
- Video Editing

WEB AND E-COMMERCE

- WordPress
- Shopify
- Basic HTML and CSS

WRITING AND CONTENT

- Copywriting
- Content Creation
- Social Media Management

PHOTOGRAPHY & ILLUSTRATION

- Canon Equipment
- iPad Pencil
- Adobe Apps

SOFTWARE PROFICIENCY

- Apple OS
- PowerPoint

BUSINESS & MANAGEMENT

- Brand Strategy
- Project Management
- Brand Partnerships
- Event Planning
- Packaging

SUSTAINABILITY PRACTICES

- Composting
- Permaculture
- OSU Master Gardener 2018

EXPERIENCE

2019 - Present

BIGFOOT MAGAZINE

bigfootskatemag.com

Founder and Editor

- Launched and grew an independent media venture championing women's skateboarding.
- Managed print/web design, content creation, marketing, sales, and partnerships.
- Collaborated with industry leaders: Red Bull, Skate Like a Girl, Exposure, Vans.
- Established a strong online presence and published three successful print magazines, with the fourth underway.

2015 - Present

FREELANCE DESIGN & CREATIVE MARKETING

meghanmcguire.com

- Specialize in the food and drink industry.
- Designed packaging and copy for Carmelberry's "Eldie" supplement.
- Services for Chili Royale: Shopify website, marketing materials, displays, product labels.
- Portfolio includes restaurants, a gym, a farm, and more.
- Projects: logos, apparel, menus, websites, social media, emails, promotions, ads.
- Examples available [HERE](#).

2017-2021

SKYLINE TAVERN PROJECT

Sustainability & Marketing Manager

- Built a 0.5-acre organic garden using permaculture methods.
- Developed and managed sustainability practices for the facility.
- Designed menus and marketing materials.
- Developed partnerships with Forest Park, local businesses, and national brands.
- Organized a weekly garden club.
- Organized large private and public events and promotions.
- Assisted in daily operations.

REFERENCES

Ginger McCabe

Owner, Chili Royale

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Alex White

Street League Skateboarding

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Katie Reneker

Owner, Carmelberry

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CONTACT

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