

MEG HERBERT

megherbert.com

education

Bachelor of Fine Arts - graphic design, December 2006 • Fort Hays State University - Hays, Kansas

professional experience

Graphic Designer + Social Media, March 2014 - Present • SanTan Brewing Company - Chandler, Arizona

Creating in-house print and web marketing to support the brewpub and outside events. Managing and collaborating with team on all SanTan social media channels.

Social Media Manager, October 2012 - January 2014 • Inman News - Emeryville, California

Managed all social media channels including: Twitter, Facebook, Google+, Instagram, Pinterest, YouTube, LinkedIn to help promote editorial staff's stories. Promotion and content curation for real estate conferences. Managed the Inman News Ambassador program that consists of 200+ real estate agents from all over the world that represent the brand. Contributing Editor for the Inman NEXT blog on Inman.com. Tripled the number of contributors and drove traffic and pageviews up by 40%. Daily, weekly + monthly stats/analytics for all channels.

Marketing, Design & Social Media Director, October 2011 - October 2012 • Long Realty Camelback - Phoenix, Arizona

Created an in-house social media and print marketing option for the real estate agents. Started a social media presence for the office through Facebook, Twitter and Instagram. *Inman Agent Reboot Ambassador - Phoenix, June 2012*

Graphic Designer/Office Assistant, April 2011 - August 2011 • RE/MAX of Cherry Creek - Denver, Colorado

Provided support and customer service to real estate agents and their clients. Helped design, proof, print and deliver various print marketing materials to the agents. MLS data entry. Light accounting and filing.

Graphic Designer, April 2008-February 2011 • Lucky Onion, Social Stationery - Westminster, Colorado

Provided customer service to all U.S. retailers. Executed and designed proofs in a timely fashion. In charge of all pre-press & production operations. Created logos, design ensembles for Lucky Onion albums, marketing materials including social networking, web design and maintenance, email blasts, brochures and postcards.

Graphic Designer, August 2008-June 2010 • Mike Waid & Associates - Parker, Colorado

Maintained relationships with ad reps and clients to discuss ad ideas. Designed ads and produced proofs through an online proofing system. In charge of producing all four monthly community magazines page layouts in InDesign. Provided conceptual and design ideas for cover art and redesigned the overall look of the magazines.

Graphic Designer, June 2007-April 2008 • The Journal-Advocate - Sterling, Colorado

Designed ads for the daily paper while multitasking through various daily and weekly deadlines. Helped produce and provide design ideas and concepts for special sections. Oversaw pre-press and production operations in a team setting.

freelance professional experience

Made with Love & Sarcasm (blog): www.megherbert.com

Ads of the World/Veer "Stunner in the Summer" poster design contest (2012)

www.megherbert.com/bl_portfolio/veer-stunner-in-the-summer-poster-contest-2012

Downtown Phoenix Dining Guide 2012 "Going Meatless..."

www.megherbert.com/bl_portfolio/downtown-phoenix-dining-guide

Phoenix Design Week "Perception" poster design contest (2011)

<http://www.phxdw.com/posters/2011/phx-perception/>

skills

- **Social Media Management:** Facebook, Twitter, Pinterest, Instagram, Google+, LinkedIn, Hootsuite, SproutSocial
- **Design:** Conceptual design/layout, typography, pre-press and production, photography and book design
- **Programs:** Adobe CS (Illustrator, InDesign, Photoshop, Acrobat), Microsoft Office, Numbers, Dropbox, Evernote, Wordpress