

MEAGEN BROOKS

GRAPHIC + PRODUCT DESIGNER | BRAND CONSULTANT

412.480.2872 | meagenmin@gmail.com | <https://www.meagenbrooks.com> | Greater Los Angeles, CA

PROFILE

Strategic Graphic Designer and high-level Branding Consultant with 10+ years of experience in devising and executing successful marketing strategies across diverse industries. Adept at cross-functional team collaboration on a local and international level. Captures market trends through exceptional asset creation and acts as Creative Director on data-driven campaigns that captivate target audiences and deliver outstanding ROI. Skilled in developing cohesive and multi-channel marketing initiatives that seamlessly integrate traditional and digital platforms, fostering brand positioning, awareness, and customer loyalty. Let me prove to you that I'm 50% faster than the other Graphic Designers applying for the position.

WORK EXPERIENCE

Lead Graphic Designer + Print Designer

2009 - Present

Film and Television / Los Angeles, CA + Atlanta, GA

- Staffed as Lead Graphic Designer on multiple unionized film and television projects including Young Sheldon, Roar, Weeds and Saved By the Bell.
- Acted as Lead Print Designer creating all on screen signage for sets, props and costume departments.
- Ensured quality of designs and managed installation of any large scale signage from concept to completion.
- Created all die cuts and designs for props products and packaging of any on screen handled items.

Graphic Designer + Branding Consultant

2010 - Present

Flying Dinosaur Designs / Los Angeles, CA

- Freelance Graphic Designer for Pasadena 100, Wildwood Country Club, Bravo Books [+ Illustrator], and Art Director's Guild.
- Acted as Lead Brand Consultant, creating visuals and assets such as logos, website content, company products and apparel, product packaging, product photography, and more for companies like One Team Talent Agency, Ballr Golf and The ACME Network.
- Developed and executed impactful branding strategies aligned with clients' objectives, resulting in increased brand awareness and customer loyalty.
- Created and implemented brand identities, including logos and visual elements, to establish consistent and memorable brand images.
- Conducted thorough market research and competitor analysis to identify unique selling points and optimize brand positioning.
- Leveraged digital platforms and social media to enhance brand visibility and engagement.
- Collaborated closely with clients, understanding their needs, and providing strategic recommendations for their brand objectives.
- Conducted comprehensive brand audits, identifying areas for improvement and implementing solutions.
- Managed brand launch and relaunch initiatives, driving positive media and consumer attention.

- Developed/oversaw brand campaigns from conception to execution, refining strategies for optimal results.
- Ensured brand consistency and compliance across marketing channels and touchpoints.

Product Designer + Photographer

06/ 2008 - 2015

Meagen Brooks, dba / Los Angeles, CA + Global

- Product Designer for Arsenal Gaming, Vanderpump Pets, and Petite Palm.
- Photographer for Tree Ring Photography.

AWARDS + HONORS

Weeds	Excellence in Production Design [nominated]	Art Directors Guild Awards	2012
Outsourced	Excellence in Production Design [nominated]	Art Directors Guild Awards	2011
Weeds	Excellence in Production Design Award [won]	Art Directors Guild Awards	2010

EDUCATION

Bachelor of Science – Cinema and Photography; Minor in Scriptwriting + Theatre – *Summa cum laude*

Ithaca College – Ithaca, NY

EXPERTISE

PROFESSIONAL

- Graphic design
- Print collateral
- Digital content
- Team management
- Project management
- Visual concepting
- Branding
- Product launches
- Account management
- Budgeting
- Social media marketing
- Entertainment
- Creative content creation
- Sell sheets
- Logos
- Art/design
- Fashion/sportswear
- Cross-functional teams
- Color correcting
- Print design
- Corporate branding
- Brochures
- Newsletters
- Photograph

TECHNICAL

- Adobe CS
- Sketchup Pro
- Color Theory
- Typography
- Image editing
- Vector graphics
- Web design
- Print production
- Layout and composition
- UI/UX Design Principles
- Digital asset management
- VectorWorks
- Neon sign design
- Fabrication
- Welding