



Megan Chesterton

GRAPHIC DESIGNER AND DIGITAL MARKETER
Reykjavík, Iceland

About Me

I'm a graphic designer with 10+ years of agency and in-house experience in digital creativity. I believe that great design is both beautiful and functional. My passion is finding unique ways to communicate meaning through design, and I strive to lead my team toward the creation of meaningful digital experiences that engage users and drive results.

Education

Bachelor's in Graphic Design

SEPTEMBER 2008 - JUNE 2012

Rhode Island School of Design

Experience

Senior Director of Digital Marketing, Idea Grove

JUNE 2021 - PRESENT

As the head of the digital marketing team for Idea Grove, my primary objective is to build the digital marketing service offering by building processes, defining service offerings and growing a team to deliver them. The digital marketing team's services include website design and development, search engine optimization, marketing automation and lead generation.

Senior Director, Creative and Marketing Services, Idea Grove

JUNE 2020 - JUNE 2021

As the head of the delivery team for Idea Grove, managed a team of individuals across content, creative, and digital marketing services. Working closely with the leadership of the agency, responsibilities included oversight for a wide variety of client projects, leadership and vision for core services, development of internal processes, and the management and growth of individual team members.

Creative Director, Idea Grove

FEBRUARY 2019 - JUNE 2020

As the head of the creative team for Idea Grove, managed a team of in-house and external designers to create a wide variety of digital and print experiences for B2B clients. Working closely with all areas of the agency, guide digital projects that nurture users, follow brand standards, and tell a story. Responsibilities also included process development, project management, resource allocation, employee training, reporting, presentation of work, and sales of creative projects.

Art Director, Idea Grove

AUGUST 2017 - FEBRUARY 2019

As the lead of the creative team for Idea Grove, managed a team of in-house and freelance designers to create a wide variety of digital and print experiences for B2B clients. Responsibilities also include process development, project management, resource allocation, employee training, reporting, presentation of work, and sales of creative projects.

Senior Graphic Designer, Idea Grove

NOVEMBER 2015 - AUGUST 2017

In collaboration with the creative director and junior designers, worked to create digital interactions for a wide range of B2B clients, including the development of user flows across complex campaigns, front- and back-end development of website pages, and managing website projects from beginning to end. Responsibilities also include coordinating projects across internal and external teams to ensure deadlines are met within budgetary requirements.

Graphic Designer, Idea Grove

NOVEMBER 2014 - NOVEMBER 2015

Responsible for the creation of digital and print collateral for a variety of B2B businesses, including eBooks, infographics, brochures, tradeshow graphics, logos, website designs, and more.

Contact Details

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Portfolio: bymeagan.com

Technical Skills

HubSpot CRM and CMS

Search Engine Optimization

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

HTML & CSS

Mac OSX

Windows

Design Skills

User Interface Design

Concept Development

Strategic Thinking

Typography

Illustration

Interests

Reading
Digital Painting
Stop Motion
Bookmaking
Collecting Vinyl
Lego Sculptures
Traveling