



MEGHAN DONALDSON

GRAPHIC DESIGNER

EXPERIENCE

GRAPHIC DESIGNER

SMILE DOCTORS | MARCH 2022 - PRESENT

- Designed paid media campaigns for local-level brand awareness and larger company-wide initiatives, boosting lead generation and production by 20%.
- Managed multiple paid media campaigns simultaneously, ensuring high quality under time constraints and incorporating client feedback to meet overall goals.
- Collaborated with copywriters, external agencies, and digital marketing team to create a production system for large-scale, multi-brand paid media efforts; this method is now implemented in 100% of paid media campaigns.
- Designed print and digital assets, such as brochures, emails, social posts, and booklets, that align with brand identity and messaging.

LEAD GRAPHIC DESIGNER

NORTHERN VIRGINIA ORTHODONTICS | NOVEMBER 2019 - MARCH 2022

- Led a complete re-branding initiative using Adobe Suite, increasing brand awareness by 35%.
- Developed a comprehensive database for Align Technology and Smile Doctors, providing before & after examples on how Invisalign® can treat a multitude of orthodontic cases.
- Created compelling graphics and print materials to compliment the company's various marketing initiatives.
- Developed event-specific collateral, including signage, displays, brochures, and promotional items.

FREELANCE GRAPHIC DESIGNER

MAY 2018 - PRESENT

- Create and execute visual concepts for various projects to deliver unique, impactful solutions for a wide range of projects.
- Fosters strong client relationships, translating their vision into a visual narrative while continuously communicating throughout the design process.
- Prepare files for both print and digital platforms, working with vendors to ensure quality execution.

EDUCATION

B.A. IN DESIGN STUDIES

HIGH POINT UNIVERSITY | MAY 2018

SKILLS

- Photoshop, InDesign, Illustrator, Figma, Milanote, Microsoft Suite
- Social Media Graphics, Typography, Branding, Photo Retouching, Animation, Logo Design

CERTIFICATIONS

Digital Marketing Certification

HUBSPOT ACADEMY | MARCH 2026 - MARCH 2027

CREDENTIAL ID: d052009bea75428e8e9ddd5c392c8e0a

CONTACT

240-543-0932 | meghan.donaldson79@gmail.com

portfolio: <https://www.meghandonaldson.com/>

linkedin: <https://www.linkedin.com/in/meghan-donaldson-a3316b120/>