



## MEGAN HARNAL

marketing consultant

Inspired by the power of marketing and branding, I help clients develop their brand from logo creation to website building to implementation of a strong marketing strategy appropriate for their unique audience. My dedication to strategy and thoughtful composition allow me to effortlessly convey the look, feel, and voice of a brand across a range of marketing channels.

### CONTACT

#### LOCATION

La Mesa, California

#### PHONE

619-884-1470

#### EMAIL

meganharnal@gmail.com

#### WEBSITE

meganharnal.com

#### LINKEDIN

linkedin.com/in/meganharnal

## EDUCATION

### ASSOCIATE DEGREE | INTERIOR DESIGN

Interior Designers Institute, Newport Beach, CA, 2006-2009

### BACHELOR'S DEGREE | ENGLISH

San Diego State University, San Diego, CA, 2002-2006

## WORK EXPERIENCE

### MARKETING CONSULTANT + GRAPHIC DESIGNER

Freelance | 2014-Present

Worked one-on-one with clients to infuse their marketing with new ideas and fresh branding. Clients include: sober living home, design/build firm, real estate brokerages and agents, local church, nonprofit organizations, event planners. Worked with startup companies from logo development through website design, creation and ongoing promotion.

### MARKETING + SOCIAL MEDIA MANAGER

Roni Hicks Agency | 2018-2019

Worked closely with client on grand opening of new home community, selected and collaborated with event planners, managed budget, website development, brand concepts, print and digital marketing strategies and prepared presentations and reports. Led content creation, increased engagement and grew followers for multiple new home development social media accounts.

### MARKETING DIRECTOR

Real Living Lifestyles Real Estate | 2011-2014

Promoted from Marketing Coordinator to Manager to Director in two years. Managed marketing for a brokerage of seven offices. Efforts split between marketing, recruiting and agent development. Worked closely with CEO on complete re-branding of the brokerage including custom website development. Designed print magazine, newspaper and web ads. Reviewed products and negotiated contracts with vendors. Conducted training classes for agents and employees. Managed brokerage social media accounts.

## EXPERTISE

GRAPHIC DESIGN

MARKETING

PROJECT MANAGEMENT

BRAND DEVELOPMENT

## TECH SKILLS

ADOBE PHOTOSHOP

WORDPRESS

WIX / SQUARESPACE

MICROSOFT OFFICE

GOOGLE DRIVE

iMOVIE

## PERSONAL SKILLS

ORGANIZATION

CREATIVITY

TIME MANAGEMENT

LEADERSHIP

ATTENTION TO DETAIL

## RECOMMENDATION

"Megan was my marketing rock star when we worked together at Real Living. As the President and Owner I had numerous and varied requests asked of Megan. She took any and all projects, always excelled and got the job done! She was instrumental in the company's initial growth and success in the marketplace. Megan is a pleasure to work with and well-liked by all. I highly recommend Megan in any marketing role that someone may need to build and grow their business. Working with Megan will be one of your biggest assets!" - STEVE RODGERS

## WORK EXPERIENCE continued

### MARKETING COORDINATOR

Windermere Real Estate | 2009-2011

Promoted from office assistant to marketing department. Worked under Marketing Director to assist with website updates, ad design, event planning, agent training & more. Answered phones, scheduled appointments, ordered office supplies, prepared presentations, made bank deposits.

### DESIGNER + SALES ASSOCIATE

Gatehouse | 2008-2009

Assisted in updating store layout and product displays. Provided interior design services to clientele in Orange County from concept stage to installation. Worked with vendors to place orders, track shipments, check inventory and process payments.

### INTERIOR DESIGN ASSISTANT

Wendi Young Design | 2006-2008

Assisted in high end, luxury residential design projects. Worked with vendors, selected samples of textiles, flooring, tile, paint, art, furniture, accessories. Completed numerous installations in homes in Crystal Cove, Newport Coast and Shady Canyon.

thank you