

MEGAN GUERTNER

Digital Communications Specialist



email: mguerty@gmail.com



Online Portfolio:
www.mguerty.com



For a full list of
job experience:
[linkedin.com/in/mguerty](https://www.linkedin.com/in/mguerty)



TECHNICAL SKILLS

Graphic Design
Print and Digital Graphic
Collateral
Brand Development
Presentation Specialist
Content Creation for SoMe/
Digital Platforms
Direct/Online/Email Marketing
Copywriting, Editing, Proofreading

Proficient in:

Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Keynote
PowerPoint
Mailchimp
WordPress
Squarespace
Sitecore



PROFILE

Accomplished Digital Communications Specialist with over a decade of global experience in visual communications, digital content creation, and brand development. As a dynamic team player and storyteller with an entrepreneurial mindset, I have excelled in navigating diverse communication channels across various platforms, including digital, print, advertising, direct marketing, websites, video, events, and social media.

I possess a deep understanding of industries, brands, consumer trends, regional culture, innovative tech environments, and the startup landscape. I am open to new opportunities to apply my digital communications expertise for the growth of an organization.



WORK EXPERIENCE

AmCham, Communications & Digital Services Specialist

04/2022 - Present

Copenhagen, Denmark, Full-time

Creating digital content and marketing materials to support internal and external needs.

Key Achievements:

- Develop and maintain communications, marketing and graphic materials for events, external collaborators, newsletters, website, presentations, brochures, and social media.

Computerome Center (DTU), Communications Officer

09/2020 - 03/2022

Lyngby, Denmark, Full-time

Created digital content and marketing materials supporting internal and external needs for DTU and KU's National Life and Science Supercomputing Center, under the central administration, the Department of IT.

Key Achievements:

- Developed and implemented the Computerome brand identity.
- Graphical development of customer documents and marketing materials for presentations, newsletters, website and social media channels.
- Provided user outreach, coordinating and conceptualizing workshops and conferences, facilitating user interviews and collaborations with stakeholders.

KNL Networks, Creative Content Producer/Graphic Designer

01/2019 - 01/2020

Copenhagen, Denmark, Full-time

Created digital content and marketing materials to support internal and external needs for a maritime radio communications technology startup.

Key Achievements:

- Creative concept development for visual identity and content strategy.
- Supported graphical development of marketing and promotional material including, website, trade show graphics, brochures, presentations, video production, social media channels, email marketing and PR.
- Wrote, created and published relevant content on social media channels.

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SOFT SKILLS

Effective Communication Skills
Leadership
Empathetic
Team Player
Organized
Sense of Humor
Adaptability
Dependability
Problem Solving



EDUCATION

Bay Area Video Coalition (BAVC)
Web Design Certification

The University of Arizona
Bachelor of Fine Arts
Visual Communication Design Emphasis



LANGUAGES

English (Native speaker)
Danish (A2 level)
Norwegian (A2 level)



REFERENCES

Available upon request.



WORK EXPERIENCE (continued)

The Northern Company, Digital Marketing Content Manager 01/2018 - 12/2018

Oslo, Norway, Part-time Contract

Successfully created digital content and marketing materials. Designed, updated and managed graphics creating cohesiveness across various, digital platforms whilst strengthening The Northern Company's seaweed food brand.

Key Achievements:

- Managed marketing materials, public relations, social media and website content.
- Established and leveraged existing relationships with chefs, restaurants and shop owners throughout Norway.

PUR Oslo, Founder/Creative Director 06/2013 - 05/2018

Oslo, Norway, Full-time

Built and created the health food brand, PUR Oslo, which consisted of the research and development of products, product design, packaging, content creation for marketing and social media channels. Performed production, hiring, training and management tasks.

Key Achievements:

- Developed all print and digital collateral and written content.
- Managed employees and communications with vendors, inventory, price lists and customer service.
- Featured in print and digital publications for: NORD Matmagasinet, Stella, Henne, Blue Wings Finnair



PAST FREELANCE CLIENTS from 2000-2011

From early 2000 I worked in Germany, New Zealand, Australia, New York City and spent 10 years of my career in San Francisco. I freelanced for various agencies and companies such as:

WIRED Magazine, Tiffany & Co., IDEO, CamelBak, NY Cosmos, Attik, Goodby Silverstein & Partners, BBDO West, SYPartners, Publicis Groupe, Bare Essentials and TMP Worldwide



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VOLUNTEER EXPERIENCES

Enkindle Global

August 2018 - December 2021

- Co-Founder, Design & Content Creation; graphic and communications support

MAD Symposium/Mondays

August 2017 - March 2020

- Assist Production Team with events, foraging, food and beverage set-up, service and distribution.

TEDx Oslo

February 2017 - November 2018

- Communications team; graphics, production, SoMe support

Food Studio

February 2013 - August 2015

- Content creation for marketing and SoMe, photography and visual styling for events.



INTERESTS

Food Nerd
Natural Wine Enthusiast
Scandinavian Design Seeker
Volunteering for food projects
Anything related to dark chocolate
Running laps around The Lakes
Traveling to new destinations
Getting bendy in yoga
Sculpture Parks
Sauna-ing