

# MEGAN SHRESTHA

DIGITAL MARKETING PROFESSIONAL

## PROFILE

I'm a highly organized and efficient marketing powerhouse. I come to the table with over a decade of experience, a broad skill set, and stunning client reviews. I know how to maximize a marketing budget, a priority list, a short deadline. I thrive with challenge and am energized by success. I welcome the chance to be a part of your team.

## EDUCATION

BACHELOR OF SCIENCE

*University of Vermont, '99 -03*  
Magna Cum Laude

## CORE SKILLS

Website Design  
Search Engine Optimization  
Email Marketing  
Graphic Design  
Paid Search Advertising  
Public Relations  
Communication  
Social Media Support  
Website Analytics

## SOFTWARE

Adobe Creative Suite  
Microsoft Office Suite  
Mac & PC Proficient  
WordPress, Squarespace,  
Shopify

## CONTACT

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**W:** [springhillmarketing.net](http://springhillmarketing.net)

## PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER & MARKETING PROFESSIONAL

*Spring Hill Marketing | 2010 - current*

Since 2010 I've worked with over 70 businesses offering comprehensive digital marketing services including: website design & optimization, email marketing, paid advertising, creation of printed materials like business cards & brochures, social media support, and PR. I'm self-motivated, highly organized, and have excellent communication skills. Here are some highlights:

- Built over 50 unique websites on popular platforms:
- WordPress, Squarespace, and Shopify
- Full website support: updates, content writing, blogging, SEO
- Created hundreds of HTML email newsletters, email blasts, and social media posts
- Developed printed materials: brochures, posters, postcards, business cards, advertisements
- Detailed review of analytics and performance metrics
- Established and maintained marketing budgets
- Written and distributed press releases
- Applied knowledge of digital marketing channels to help business owners discern which will be the most effective for their unique business.
- Please visit: [springhillmarketing.net](http://springhillmarketing.net) to see examples

## DIGITAL MARKETING MANAGER

*ISIS FOR WOMEN | 2006 - 2010*

Worked as the in-house marketing specialist for a women's outdoor clothing brand. Completed all the marketing & administrative tasks that you can imagine for a medium-sized business. I began as a marketing coordinator and was promoted twice in that span of time.

- Doubled their website sales
- Increased their email database size by 50%
- Designed ads & hundreds of custom HTML emails
- Helped produce the bi-annual website, catalog, & B2B sales tools
- Managed marketing budget and tracked expenses
- Art direction and coordination of lifestyle & product photoshoots

## RESEARCH COORDINATOR

*University of Vermont Medical Center | 2003 - 2006*

Local project manager of 16 different cancer research studies. I credit this job with developing my meticulous attention to detail and enviable project management skills.