



## REILLY MEGEE

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### EDUCATION

UNIVERSITY OF GEORGIA Advertising ABJ GPA: 4.0/4.0 New Media Certificate May 2018  
Foundation Fellowship [one of the top scholarship opportunities in the nation] — Omicron Delta Kappa  
Honor Society — Blue Key Honor Society — Phi Kappa Phi Honor Society — CURO Research Assistantship

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### SKILLS

- Adobe Photoshop
  - Adobe InDesign
  - Adobe Illustrator
  - Adobe Muse
  - Adobe Dreamweaver
  - Adobe Lightroom
  - Photo Editing
  - HTML + CSS
  - WordPress + Squarespace
  - Xcode + Swift
  - Facebook, Instagram, Twitter, LinkedIn, + Pinterest
  - Hootsuite
  - Google Analytics Certified
  - Mac + PC Platforms
  - Microsoft Office
  - Public Speaking
  - 80's Dance Moves
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### RELEVANT EXPERIENCE

#### DIRECTOR

**4.17 - PRESENT**

TALKING DOG AGENCY

[ATHENS, GA]

- Facilitate the merger between Talking Dog Advertising and Creative Consultants PR, two student-run firms at the University of Georgia, with a PR-based co-director
- Oversee the inaugural year of a Research team, innovating in Generation Z research
- Direct the agency, select and guide the 75+ student staff and their deliverables, design the agency website, plan staff workshops, and run agency-wide bi-weekly meetings
- Work with the Director of New Business to recruit 15+ diverse clients on both local and national levels
- Act as the agency liaison to UGA AdClub, the 2<sup>nd</sup> largest AAF chapter

#### DESIGN INTERN

**6.17 - 7.17**

BRAND BUREAU, A BRANDING AGENCY + DIVISION OF AVROKO

[NEW YORK, NY]

- Contributed to the development of innovative and impactful visual identities
- Designed collateral, environmental graphics, and websites
- Created material for both international and local clients

#### ART DIRECTOR

**9.14 - 4.17**

TALKING DOG AGENCY

[ATHENS, GA]

- A student-run agency that works with real clients, both on local and national levels
- Won awards for "Best Work" and "Best Art Director"
- Focused work in brand identity development, promotional material design, social experience design, market outreach, social media curation, guerrilla marketing, and business strategy for 3 Athens-based clients

#### VICE PRESIDENT OF DESIGN

**4.15 - 4.17**

ADCLUB, UGA CHAPTER OF THE AMERICAN ADVERTISING FEDERATION

[ATHENS, GA]

- Curated brand identity for the 2<sup>nd</sup> largest chapter of the American Advertising Federation
- Spearheaded recruitment advertising campaign, resulting in a 17% increase in membership
- Designed brand identity, promotional merchandise, advertisements, and all visual collateral
- Managed and collaborated with a graphic design chair

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## RELEVANT EXPERIENCE *[continued]*

### DESIGN INTERN

PARAGRAPH INC., A BRANDING + DESIGN FIRM

6.16 - 7.16

[PHILADELPHIA, PA]

- Designed a widespread campaign for the city of Philadelphia
- Crafted mood boards, competitive research, packaging design, and product names
- Presented to the agency president and creative director

### DESIGN + ART DIRECTION INTERN

COMMUNITY CONNECTION OF NORTHEAST GEORGIA

7.15 - 5.16

[ATHENS, GA]

- Led and executed advertising campaign spanning Northeast Georgia
- Designed health needs assessments, including a 200 page NE Georgia Health Survey
- Revitalized and streamlined brand identity with the implementation of a style guide and new brand materials, working primarily in Adobe Photoshop and Adobe InDesign

### EDITOR OF LAYOUT + DESIGN

GEORGIA POLITICAL REVIEW

12.14 - 12.15

[ATHENS, GA]

- Designed and compiled two semesterly print issues of the Georgia Political Review [a student-run nonpartisan publication at the University of Georgia] using Adobe InDesign
- Streamlined brand identity online and in print and revitalized magazine's digital presence
- Managed a team of 8 layout designers

### WEB DESIGNER

FREELANCE

1.07 - PRESENT

[NEWARK, DE]

- Founded freelance web design business at age 11 and opened with 3 clients
- Design and maintain websites, working with HTML, CSS, and various web platforms
- Coach small businesses and organizations in developing a digital identity

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## PROJECTS

### UGA STICKERS APP

WWW.UGASTICKERS.COM

8.16 - PRESENT

[ATHENS, GA]

- Co-designed, coded and released an iOS sticker app in 3 weeks, designing 40+ stickers
- Manage the app's social media accounts and engage with Georgia football fans
- Presented app at the New Media Institute's 2017 SLAM
- Downloaded by 1 of every 2 UGA students

### JOURNAL OF DIGITAL DESIGN [JODD]

WWW.JOURNALOFDIGITALDESIGN.COM

8.17 - PRESENT

[ATHENS, GA]

- Designed the brand identity for the New Media Institute's cutting edge academic journal
- Created the journal's website and promotional materials
- Managed 16 graduate students during the project's formation and inaugural semester

### ZAXBY'S "FIND YOUR SAUCENALITY"

UNIVERSITY OF GEORGIA

8.17 - 12.17

[ATHENS, GA]

- Art directed a 12-month advertising campaign for Zaxby's, spanning over a dozen mediums
- Conducted primary and secondary research to root campaign in strategic insights
- Showcased work in a 94-page case study for the CEO of Zaxby's

### ADMIT ONE PROJECT

WWW.ADMITONEPROJECT.COM

12.16 - 5.17

[ATHENS, GA]

- Collected and curated the stories of 15 designers, publishing the interviews on an accessible online database
- Presented project at the 2017 Center for Undergraduate Research Opportunities Symposium