



## MEGAN ROSTA

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meganrosta.com  
317 601 1352

### SOFT SKILLS

Communication.  
Time management with task prioritization.  
Creative thinking.  
Client relations.  
Organization.  
Dependability.

### TECHNICAL SKILLS

Proficient in Adobe **Photoshop**, **InDesign**, **Illustrator**, and **Acrobat**.

Working knowledge of Adobe **Xd**, **Bridge**, and **Lightroom**.

**DSLR** camera experience.

**Mail Chimp**.

**Sprout Social** and **Hootsuite** Social Media Management.

### EDUCATION

**Loyola University Chicago** Chicago, Illinois; May 2020

- B.A. in Visual Communication, Summa Cum Laude
- Minor in English
- Interdisciplinary Honors Program
- Dean's List 2016-2020

**John Felice Rome Center** Rome, Italy; Spring 2018

- Lived in a Roman neighborhood and studied beginner level Italian
- Took classes in Sculpture, Literature, and Writing

### EXPERIENCE

**Social Media Coordinator** September 2020-Present  
*Lucas Oil Products* Indianapolis, Indiana

- Coordinated with design teams to collect social media graphics and curated them to craft the best storyline on over 30 social media pages
- Worked with the VP of Marketing and the Creative Director to redefine and restructure the company's sponsorship and influencer program
- Learned about Forrest Lucas's story and the origins of the company in order to better represent their values and products on social media

**Freelance Graphic Designer** August 2019-September 2020  
*American Osteopathic Association* Chicago, Illinois

- Designed content for the Marketing Department, including social media posts, conference logos, presentations, graphic templates, and company directories
- Participated in marketing meetings to discuss and ideate new strategies to encourage participation in events and conferences
- Consulted company and project brand guidelines in order to create consistent and recognizable graphics for a variety of social media platforms

**Graphic Designer and Student Assistant** January 2019-May 2020  
*Loyola Art Support Office* Chicago, Illinois

- Designed deliverables for Loyola's Department of Fine and Performing Arts, including social media logos, event posters, and performance programs
- Assisted customers with a diverse range of formatting and printing, including photograph and project printing

**Graphic Designer** November 2018-Present  
*The Chicago Ballet Center* Chicago, Illinois

- Designed performance programs, tickets, business cards, and social media graphics
- Served as front desk receptionist to become familiar with the company, their clientele, and their mission in order to effectively communicate through design and develop brand guidelines

### LEADERSHIP EXPERIENCE

**Secretary** August 2019-May 2020  
*ALGA Loyola Chicago* Chicago, Illinois

- Attended Board meetings to strategize goals for the year and how to accomplish them, how to attract students to meetings, and how to connect students to the greater Chicago design world
- Recorded meeting minutes and composed e-mail newsletters to send to club members

**Lead Tutor** August 2019-May 2020

**Volunteer Tutor** August 2018-May 2019  
*Loyola Literacy Center* Chicago, Illinois

- Assisted the manager in reviewing files and pairing learners with tutors by predicting the most successful sessions
- Collaborated with individual learners to assess their goals for each tutoring session and devised lesson plans on the spot to achieve those goals