

# Megan O'Connor

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## EXPERIENCE

May 2025 - Present

### **Graphic Designer, *Freelance***

Currently working as a freelance graphic designer, collaborating with clients across branding, digital content, and signage projects. Recent projects include creating a complete visual identity—including logo, brand guidelines, and content planning support—for social media influencer “That Quirky Bird Girl” and designing large-scale signage and visual assets for VLocker, ensuring client satisfaction and clear communication in physical spaces.

June 2024- June 2025

### **Social Media Lead, *UNC-CH Women's Ice Hockey***

Collaborate with media team members and the executive board to spearhead off-season rebranding through establishing a marketing strategy, developing cohesive brand guidelines, and creating content to be shared across social media channels.

May 2022 – August 2022

### **Intern, *Red Moon Marketing***

Assisted in brand activations for brands such as Coca-Cola Consolidated Inc., from brainstorming engaging brand activations, creating promotional materials, and traveling across the country to execute activations and interact with consumers face-to-face.

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## EDUCATION

Aug 2021 – May 2025

### **The University of North Carolina at Chapel Hill**

Bachelor of Arts in Media and Journalism, **Advertising and Public Relations focus**

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## SKILLS

Specialties: Graphic Design, Content Creation, Social Media Management, Brand Identity Design

Technology and Tools: Adobe Creative Suite, Canva, Microsoft Office, Figma

Soft Skills: Creative Problem Solving, Collaboration, Communication, Attention to Detail