



M. MCNULTY

Meagan McNulty
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EDUCATION

Boston University, Boston, MA
Masters of Science in advertising
Concentration: Art Direction

December 2013

Indiana University, Bloomington, IN
Bachelors of Arts in Journalism
Majors: Journalism and Psychology

May 2012

Media Scholars honors group; Journalism Honors Summer in London Program
Recipient of the Margaret H. Knote Journalism Scholarship

EXPERIENCE

OneAmerica, Indianapolis, IN
Designer

Develop and strategize internal branding for nationwide financial services company. Execute internal campaigns for associates; develop external campaigns for nationwide marketing opportunities and sponsorships. Define internal standards for print, digital, and social campaigns.

August 2015–
Present

The Fantastical, Boston, MA
Art Director

Concept creative development for clients such as '47 Brand, Sam Adams, Redgate Residential, Olympus, McAlister's, and Rockport. Digitally produce OLA, point of purchase, poster, social, experiential and OOH advertisements while contributing to strategy development and copywriting. Supervise team of college interns and prepare presentation materials.

January 2014–
August 2015

The Fantastical, Boston, MA
Art Direction Intern

Created concept for launch campaign of Olympus OM-D E-M1 camera. Campaign includes video, point of purchase, print, digital, and online. Brainstorm and create campaigns for clients Olympus, TripAdvisor, McAlister's Deli, and '47 Brand.

June–December 2013

Boston University AdLab, Boston, MA
Creative Director

Lead AdLab's creative teams to produce integrated advertising campaigns. Mentor art directors through the creative process and provide critiques during all stages of creative development.

Fall Semester 2013;
Spring Semester 2013

Interactive Consultant

Create, code, and launch a website for client WinZISE, debuting its inaugural spirit, Vodka Mariette.

Boston University College of Communication, Boston, MA
Graduate Assistant to Prof. Tobe Berkovitz

Conduct industry research to further the work and instruction of Prof. Berkovitz.

January 2013–
May 2013

Indiana Recreational Sports, Bloomington, IN
Assistant Graphic Designer

Designed, edited and produced advertisements, posters and promotional materials for Recreational Sports events.

January 2011–
August 2012

Noble Communications, Chicago, IL
Creative Department Intern

Worked closely with Creative Director to create advertising materials for clients Smuckers Foodservice, AGC, and Stratasys. Conceptualized, designed, and implemented design work in packaging, web, and print.

Summer 2011

IPM (Interpublic), London, United Kingdom
College Intern

Assisted staff of Interpublic's UK outdoor advertising subsidiary with media buying and planning needs. Provided staff with extensive research on Digital Out Of Home advertising in the form of a presentation to be used for client introductions and retention.

Summer 2010

MZD Advertising, Indianapolis, IN
College Intern

Assisted Account Executive in communication with media clients including the Indiana Association of Realtors and the National Guard family volunteer and assistance program, GAP.

Summer 2009;
Spring Semester 2010