



megskuster@gmail.com



(801) 783-6508



mskuster.com

## Who am I?

Graphic designer, marketer, artist, writer, effective communicator, and empathetic human. Seeking a full-time role where I can make a positive impact in my community through creative channels.

### Key Skills

Natural Eye for Design  
Digital Photography  
Videography & Editing  
Project Management  
Social Media Management  
Copywriting & Editing

### Technology

Adobe Creative Suite  
Canva  
Asana  
HubSpot  
MailChimp  
Constant Contact  
Firespring  
Microsoft Office Suite  
DonorPerfect  
ECanvasser  
SalesRabbit

### Education

Westminster University  
Aug. 2015-Dec. 2017  
Bachelor of Arts in  
Communication,  
Spanish Minor  
Staff writer &  
photographer for  
The Forum Media

The University of Iowa  
Aug. 2012-Dec. 2014  
School of Journalism &  
Mass Communication  
Staff writer for The  
Daily Iowan  
Editing staff for 2012-13  
undergraduate literary  
magazine

### References

• John Lair, Momentum  
Recycling, 801-355-0334  
• Rosemary Washington,  
Momentum Recycling,  
801-792-7945  
• Spencer Scott, Arena LLC,  
801-595-8339

### Experience

#### Marketing Specialist - Momentum Recycling - Salt Lake City, UT

May 2023-Oct. 2024

- Managed all internal and external marketing
- Created comprehensive style guide to standardize future branding and marketing efforts
- Planned, designed, and executed social media strategies which revitalized Momentum's social media presence, with some posts reaching nearly 3,000 unique accounts
- Collaborated and interfaced regularly with internal team members and with external vendors, government partners, recycling clients, and other stakeholders
- Managed a team of up to six Community Outreach Specialists who conducted door-to-door canvassing and tabling events
- Oversaw email marketing communications to all business and residential customers, totalling 1,000+ accounts
- Led marketing efforts related to expansion of the food waste recycling program, resulting in service growth to Park City and four new neighborhoods in the Salt Lake Valley

#### Graphic Designer - Arena LLC - Salt Lake City, UT

Jun. 2022-Nov. 2022

- Created original designs for digital and print ads
- Modified existing templates for use by new clients
- Worked on 5-10 unique ad designs per day during high-volume periods
- Provided critical proofing and feedback on designs for a team of seven other designers
- Utilized Adobe Illustrator, Photoshop, and InDesign daily
- Demonstrated flexibility by adapting my design style to fit each client's needs and branding guidelines

#### Marketing & Special Projects Coordinator - BGCGL - Murray, UT

Mar. 2018-Apr. 2022

Began as a Special Events Intern at Boys & Girls Clubs of Greater Salt Lake in 2018. After three months, my manager offered to extend the internship. After approx. three more months, I was hired on full time as a Marketing and Special Events Coordinator. After approx. one year in that position, I was promoted to Marketing and Special Projects Coordinator.

- Planned, designed, and executed social media strategies to promote fundraising events to the public, with all events meeting their fundraising goals
- Storyboarded, filmed, edited and produced an inspiring "Youth of the Year" video which was shown to over 500 gala attendees to boost donations
- Secured donations and sponsorships from businesses and members of the public
- Maintained a consistent brand message across all communication channels, by adhering to the guidelines provided by Boys & Girls Clubs
- Managed Sub for Santa and holiday giving programs, which provided Christmas gifts to over 200 families in need
- Maintained website graphics, copy, and other materials through Firespring
- Gained experience with grant writing and reporting
- Wrote, designed, and published yearly Annual Reports and Impact Reports using Adobe CC

#### Intern - Salt Lake Magazine - Salt Lake City, UT

Jan. 2016-May 2016

- Covered significant community events including the Park City Women's March on Main, Salt Lake City Fashion Week, and more
- Contributed photographs for online and print publication
- Wrote copy for various sections of print edition

### Volunteer Work

Grow the Flow Utah - 2025 Lobby Days  
Boys & Girls Clubs - Kids Café, 2018-2020