

# Megan McNally

Patchogue, NY 11772

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## EDUCATION

### **FASHION INSTITUTE OF TECHNOLOGY** — *Interior Design*

BFA, INTERIOR DESIGN, SPRING 2011

## EXPERIENCE

### **Kravet Inc, Bethpage, NY** — *Visual Marketing Manager*

SEPTEMBER 2017 - PRESENT

- Concept product launch collateral and marketing visuals including photography styling and design
- Develop brand marketing plans, content marketing strategies and identify yearly KPI's
- Review and categorize importance of marketing campaigns based on product launches per brand
- Maintain annual budget for photography, sales tools and print/digital advertising
- Oversee the strategy and execution of growing brand awareness and our share of voice within marketing as the industry leader
- Partner with Marketing Director and product development to concept photography for new launches
- Coordinate with studios to concept, style and photograph luxury fabrics, furniture and decor
- Work alongside graphic design team with marketing initiatives on a project by project basis giving artistic direction, photography and design guidelines for a tailored finished product
- Collaborate with digital marketing team to create and implement email campaign strategies

### **Stark Carpet, Syosset, NY** — *Account Manager*

OCTOBER 2015 - SEPTEMBER 2017

- High-end residential/commercial carpet sales position sourcing and selling trade exclusive products
- Targeting new potential trade accounts via marketing and use of design programs to self advertise with social media and other marketing platforms
- Selling to walk-in retail clients off of the sales floor, order entry, client billing and administrative work
- Specifying and coordinating design and selects for custom carpets established from job site measures
- Using knowledge of products to drive sales by sourcing within style, color scheme and design needs

### **Samhal Interiors, Cold Spring Harbor, NY** — *Interior Designer*

AUGUST 2014 - SEPTEMBER 2015

- Design position focused on high-end residential interiors designing projects from start to finish
- Budgeting and establishing design fee contracts for project scope of work
- Handling independent design projects for clients and creating a long lasting working relationship
- Managing project deadlines, deliveries and outside tradesmen while resolving problems on job site
- Creating floor plans, elevations, design presentations, product selections and invoicing for all clients

## SKILLS

Microsoft Office Suite, Google Suite, SketchUp, AutoCAD, AutoCAD 3D, AccuRender, Adobe Creative Suite