

# Megan Garn

---

meganjb87@gmail.com  
801-494-4419

megangarn.com  
linkedin.com/in/megan-garn

---

## Summary

Marketing and communications professional with 10+ years of experience in digital marketing, design, and brand development. Master's degree in Technical Communication with a strong mix of creative and technical skills, including campaign strategy, ecommerce management, and content development. Experienced in executing multi-channel campaigns and creating cohesive brand experiences that drive engagement and results.

---

## Education

<b>Master of Technical Communication</b> , Utah State University, Logan, UT	2020
<b>Bachelor of Science, Digital Media</b> , Utah Valley University, Orem, UT	2013

---

## Work Experience

### Marketing Manager

Candle Warmers Etc. & Airome, Draper, UT November 2024 - March 2026

Lead all marketing efforts for a growing consumer brand, managing digital and print channels with a focus on ecommerce growth and campaign performance. Plan and execute multi-channel campaigns across web, email, SMS, and social—developing content, managing schedules, and analyzing results. Build and optimize campaigns in Klaviyo, Attentive, and Dotdigital to improve engagement and conversions. Maintain BigCommerce site content, including product pages and promotions. Manage social media presence and create on-brand content across platforms. Write product descriptions and marketing copy for web and wholesale channels. Oversee digital asset organization in SharePoint and Canto, coordinate website updates with developers, and create sales collateral to support wholesale initiatives.

### Lead Graphic Designer

Revver (formerly eFileCabinet), Lehi, UT February 2019 - October 2024

Led design and production of marketing materials for a B2B SaaS company, including web pages, eBooks, emails, and presentations. Promoted to lead role, contributing to a company rebrand and front-end website improvements that enhanced user experience and brand consistency. Managed design projects and collaborated with cross-functional teams, vendors, and agencies.

---

## Skills

Marketing & Campaigns: Klaviyo | Attentive | Dotdigital | HubSpot | Marketo | Email & SMS Marketing | Campaign Development | Social Media Management | Content Strategy

Ecommerce & Web: BigCommerce | WordPress | HTML/CSS | Canto | SharePoint

Design & Creative: Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects | Adobe Premiere | Branding & Visual Identity | Typography | Layout & Composition | Photography

Writing & Communication: Technical Writing | Editing | Product Descriptions | Proofreading | Internal & Executive Communications | UX Research

Project Management: Campaign Planning | Cross-functional Collaboration | Vendor Management

Tools & Software: Microsoft 365 | Google Workspace | Canvas Instructure | Learning Management Systems