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MEGAN K. OSWALD

BUSINESS ADMINISTRATOR | PROJECT MANAGER
WEB DESIGN | SOCIAL MEDIA | EMAIL MARKETING

SUMMARY

Co-Owner of JBG Studios (the parent company), handling daily tasks, as well as, vision casting and future planning. Specializing in WordPress website development, social media management, and email marketing setup. 10 years of corporate management experience, with the first half primarily focused on Customer Service management and the second half as a multi-area department director. Experience with year-round supervisor of department management, workflow management, budget adherence, and yearly seasonal staff hiring, training and scheduling of 200+ employees.

SKILLS

Proficient in Microsoft Word, Excel, and PowerPoint. Skilled in social media management, customer experience management, and knowledge research. Experienced in one-on-one and group trainings.

EXPERIENCE

CO-OWNER • IJOURNEY SMALL BUSINESS/JBG STUDIOS • 2015 – PRESENT

Specialize in designing websites on the WordPress platform, including plugin setup, content placement and search engine optimization. Translating basic written concepts into engaging, eye-catching layouts. Also, work with ClickFunnels, LeadPages and Instapages to create innovative landing pages. Quality control management, handling most of the final proofing and final testing of websites and sales funnels.

Experienced in Hootsuite and general management of all standard social media platforms. Including article and information research and basic image design. Knowledgeable about many email marketing systems such as Infusionsoft, Mail Chimp, and Constant Contact.

Lead project manager and operational processes coordinator. Manages the process workflows from beginning to end. Handles the daily administration work including payroll, scheduling, and budgeting.

DIRECTOR OF PRODUCTION • EVENT PHOTOGRAPHY GROUP • 2010 – 2015

Overview - Assured effective hiring and managing of supervisors and full/part-time seasonal staff, across multiple areas, based on volume needs. Communicated with directors and managers from each division to improve workflow leading to revenue generation. Learned and maintained detailed knowledge of internal proprietary systems. Managed handoffs within Production areas and from other departments and controlling the



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ACCOMPLISHMENTS

The James Crouse Memorial award is an annual award given to the top 3 performers within Event Photography Group. Employees are nominated by their peers or supervisors submitting a recommendation. The senior management team reviews all nominees and selects the top 3 throughout all divisions.

2013 AWARD – 1ST PLACE

2012 AWARD – 3RD PLACE

EDUCATION

**THE FLORIDA STATE UNIVERSITY,
TALLAHASSEE, FL**

Bachelor of Science, Business
Management – 2006

**NORTH FORT MYERS HIGH SCHOOL,
N. FORT MYERS, FL**

High School Diploma - 2002

results of handoffs and affecting their usefulness. Maintained excellence in workflow management – including staffing/training, image management, ID processes and all supporting KPIs. Maintained budget requirements for all Production areas.

Highlights - Helped facilitate the move of the production department to the Tallahassee office in 2010. This included learning processes and procedures for additional areas moving to Tallahassee; creating, staffing and training the management roles to lead each area; updated training and created new scheduling processes for a seasonal staff of 200.

In 2012, implemented new processes and procedures to capture and evaluate data from the MarathonFoto® division, to identify areas of improvement. Part of the management team that submits and meets to prioritize IT business requirements. Prepare department, including strategic planning, for the upcoming acquisition by MarathonFoto®, as well as, the addition of a new division to Event Photography Group.

**CUSTOMER SERVICE MANAGER • BOB KNIGHT PHOTO/EVENT
PHOTOGRAPHY GROUP • 2005 – 2010**

Managed a group of year-round Customer Service Representatives serving both graduation and marathon customers. Facilitated the merge of the Customer Service department during our 2009 transition from Bob Knight Photo to Event Photography Group. Developed and implemented training plans and materials for all new representatives. Responsible for yearly recruiting of seasonal employees, assessing KPI's to ensure success in reaching goals, and constant feedback to improve both programing and services to our customers.