



MEGAN BOLEY _ 773.992.7681 _ meganboley@gmail.com

Creative leader with a heart for the team, an eye for the work,
an ear for authenticity, and a mind for the Why behind the Wow.

REV UP BRANDS : Niles, IL

Creative Director : 2019-Present

Creative Consultant : 2017-2019

- Responsible for all creative that comes out of the Rev Up parent brand, Revolution channel brand, and five product and service brands within the channel.
- Manage full time and freelance creative team.
- Art direct more than 20 studio and lifestyle photo shoots per year.
- Rebranding. Develop and maintain brand guidelines.
- Concept digital, social, paid, email, and direct campaigns for all brands.
- Plan, promote, and run live and virtual customer events.
- Work alongside multiple departments to launch four dancewear and costume collections each year via printed catalogs and e-commerce channels.
- Member of the Diversity and Inclusion Committee.

MB CREATIVE : Chicago, IL

Principal, Owner : 2016-Present

- Direct projects from brief to delivery.
- On retainer for several happy MB Creative clients.
- Work with freelancers to complete design and production work.
- Clients range from education, publishing, retail, and dance sectors.

FREELANCE CREATIVE SERVICES : Chicago, IL

Art Direction, Copywriting : 2010-2016

- Branding, campaign, and marketing services from concept to production.

ARC / LEO BURNETT GROUP : Chicago, IL

Art Director : 2008-2010

- Worked on the P&G beauty team: Olay, Pantene, Herbal Essences.
- Designed in-store display, packaging, and retail customer sell-in presentations.
- Art director for the Olay Pro-X launch.
- Worked on new business pitch teams because of conceptual skill.

FINELIGHT AD AGENCY : Chicago, IL

Art Director : 2006-2008

Graphic Designer : 2005-2006

- Worked on clients ranging from healthcare personal jets.
- Designed direct response, traditional, and interactive campaigns simultaneously from concept to completion.
- Art directed photo shoots.
- Lead designer on the agency's rebrand.

DESIGN CENTER : Sarasota, FL

Graphic Designer : 2004-2005

- Designer at the in-house design firm for the college.
- Designed the college acceptance package for admissions office, collateral for the Selby Gallery, and pro-bono branding work for local organizations.

BACHELOR FINE ARTS

Graphic and Interactive Communication

Ringling College of Art + Design