



# MELISSA MCGURGAN

A CREATIVE FORCE



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## SKILLS & EXPERTISE

- Graphic Design
- Marketing
- Creative Strategy
- Outreach + Engagement
- Education
- Entrepreneurship
- Management + Leadership
- Partnership Cultivation



## EDUCATION

Certificate in Knowledge  
Entrepreneurship  
and Innovation

Arizona State University

Master of Fine Arts,  
Visual Art: Printmaking

Arizona State University

Bachelor of Fine Arts,  
Visual Art: Printmaking,  
Minor: Music Performance

University of Georgia



## HOBBIES & INTERESTS



Cycling to loud music in a  
dark room



Appreciating art & design



Admiring architecture



Exploring visually striking  
destinations



Keeping orchids alive

## PROFESSIONAL EXPERIENCE \*

Melissa McGurgan Design | 09/06 to present  
**GRAPHIC DESIGNER & MARKETING CONSULTANT**

Blends creative and strategy together to help businesses achieve their goals as a left and right brain marketer and designer.

- Develop and execute marketing campaigns, content, and design services.
- Manage and cultivate all aspects of client relations.

Cummings Graduate Institute for Behavioral Health Studies | 06/16 to present  
**DIRECTOR OF MARKETING & PARTNERSHIPS | 12/18 to present**

Provide leadership to marketing and partnership initiatives for a private, nonprofit, online university.

- Directs the brand and consumer vision while optimizing marketing performance and demand generation efforts with quantifiable results.
- Cultivates and manages external partnerships.
- Responsible for full creative direction and content development for Website, social media, campaigns, and advertising.

**DIRECTOR OF STUDENT SERVICES & DEVELOPMENT | 12/17 to 11/18**

Provided leadership to students services and development initiatives for a private, nonprofit, online university.

- Directed student services and communications initiatives including admissions, enrollment, student records, and retention operations with quantifiable results.
- Cultivate and manage external partnerships.
- Responsible for full creative direction and content development for website, social media, campaigns, and advertising.

**ADMISSIONS COORDINATOR | 06/16 to 12/16**

Managed recruitment and admissions for a private, nonprofit, online university.

- Recruited students for admission to the university and lead the admissions process from lead to admit.
- Lead and planned annual conference for behavioral health professionals.
- Responsible for designing and executing admissions communication plans and content development for social media and website.

Arizona State University | 08/04 to 07/16  
**ASSOCIATE DIRECTOR, ACCESS ASU | 02/15 to 07/16**

Provided leadership to outreach initiatives serving 18,000+ K-12 students annually to build the university recruitment pipeline.

- Directed multiple outreach initiatives including summer programs, concurrent enrollment, engagement programs, and a scholarship program.
- Secured a \$1.5M federal grant for the ASU Earn to Learn scholarship program. Provided leadership to \$6.5M scholarship program.

\* Features the most recent employment history,  
complete history available on LinkedIn or by request.

