MEGAN PARDY GOKCU

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PROFESSIONAL SUMMARY

Dynamic professional with 9+ years of experience working for public and nonprofit institutions committed to driving growth and success. Passionate about problem solving UX/I challenges and implementing ADA and SEO best practices. Experience in HTML and CSS, project management, primary research, creativity, wire framing, graphic design, and team leadership.

TECHNICAL SKILLS AND CORE COMPETENCIES

- Sketch & Figma
- Miro
- HTML5 & CSS
- Visual Studio Code
- Bootstrap & Materialize
- Drupal
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere)
- Final Cut Pro
- Salesforce
- Predictive Response
- Microsoft Office (Word, Excel, PowerPoint, Access)
- UX Design Strategy

- Wiring Framing & UI Prototyping
- Website Design & Development
- Graphic Design
- Information Architecture
- User Empathy
- Marketing & Branding
- Media, SEO, & Digital Campaigning
- Analytics
- Social Media Marketing
- Affinity Mapping & Personas
- Project Management & Leadership
- Orientation & Onboarding
- Copy Editing

CERTIFICATIONS

UI/UX Design Certification Full Stack Web Developer Certification (In Progress)	Anticipated: August 2021
Certified Lean Green Belt	April 2021
Full Stack Web Developer Certification	September 2020
Certified Agile – Scrum	June 2020

RELEVANT EXPERIENCE

University of New Hampshire, Career and Professional Success, Durham, NH/Remote — April 2017 - Present
Marketing Manager UX Designer — *July 2019 - Present*

- Serve as content developer and designer for department website: unh.edu/career.
- Migrated website to Drupal 8; site mapped and reduced webpages by half utilizing UX/I best practices.
- Wire frame web content and implemented SEO and ADA best practices for new website; identified red routes for users while meeting stakeholder needs; directed all design stages from concept to final approval.
- Removed infographic pngs and embedded images with paragraphs of text from the website and recreated them with HTML, CSS, and other Drupal elements to allow screen readers to relay the important text.
- Manage digital, social media, and print publications; establish key themes throughout virtual and written presence and ensure messages match the mission as well as marketing strategies and communication goals.
- Analyze Google Analytics statistics for website and social media, providing monthly reports for leadership.
- Design wide variety of effective print marketing materials consistent with branding of CaPS.
- Provide effective print collateral oversight for event marketing including posters, flyers, and campus signage.
- Collaborate extensively with communication professionals across the university to promote CaPS messaging within UNH Today, campus-wide publishing platform and additional university publications.
- Correct auto-generated closed captioning on recorded career seminars and orientations for career events to support ADA compliance.
- Shoot and edit photo/video content to engage target audiences via social channels; create social media content.
- Manage and evaluate student workers and other staff, including interviewing, training, advising on new procedures, coordinating information, and shifting work to accommodate workload needs.
- Reduced five print marketing materials handed out at the Career Fair by creating an all-in-one document which captures all required information for employers and reduces waste, clutter, and production time.

Marketing, Events, and Communication Specialist   *April 2017 – July 2019*

- **Site mapped** navigation and developed CaPS website and served as point-of-contact with UNH Web Services office.
- Created and implemented a CaPS marketing plan to substantially impact student engagement and provide consistent messaging university-wide.
- Introduced original, dynamic promotional ideas to help further establish the CaPS brand, internally and externally.
- Conceptualized engaging content for all target audiences across the various social media accounts and facilitated content development through graphic design and media production.
- Oversaw the planning and logistics of all university-wide recruiting events including the bi-annual Career & Internship Fair; coordinated relationships with vendors including print, parking, catering, venue, and security.
- Provided branding oversight on all projects; analyzed data and developed regular reporting.
- Managed projects and improved outcomes by establishing delivery, quality, and issue resolution standards.
- Coordinated shared messaging and made sure that all communication was consistent across team.
- **Redesigned** layout of Career Fair venue by creating walkways to enter the space, encouraging 1800+ students to speak with 250 hiring employer booths based on **user data** collected by surveys.
- Digitized multiple print collateral pieces to circulate through social media and on website.
- Established as primary contact and manager for all website questions and updates.

University of New Hampshire, Life Sciences and Agriculture, Durham, NH   **August 2015 – April 2017**
Business Service Assistant
- **Prototyped**, developed, and implemented a paperless system for invoice collections and archival.
- Reviewed obsolete processes and restructured direct communications to all credit card users from individually created notices to batch mail merges and reporting, leading to a reduction in correspondence time and more correct notification at a higher frequency.
- Redesigned invoice review procedure from an analogue to a digital system, saving on supply costs and overhead.
- Supervised the document compilation, coding, and digital archival of procurement artifacts.
- **Leaned** processes to improve financial accuracy and integrity by meticulously reviewing processes to pinpoint and immediately resolve discrepancies.
- Updated antiquated processes to streamline procedures and developed digital workflow to expedite auditing, coding, and archiving.

Granite State College, Rochester, NH   **July 2012 – July 2015**
Administrative Assistant/Grant Administrator/Admissions
- **Wire framed** and **storyboarded** marketing materials and conducted email campaigns.
- **Mapped user journeys** to improve website navigation and web page content.
- Organized special events, oversaw database management; conducted student outreach and recruitment.
- Evaluated registration, turnover, and application data to make projections, and locate areas of improvement.
- Hand-selected to assist with onboarding of new technologies.
- Represented the School of Education at orientations and liaise between organizing members and the department.
- Provided training of new software and policies to the School of Education Staff.
- Trained to act as a backend administrator for Salesforce and Ellucian DegreeWorks.

EDUCATION

Granite State College, Concord, NH   Anticipated: **Spring 2022**
Master of Science in Project Management

Long Island University, Brooklyn, NY   **2012**
Bachelor of Arts in Media Arts   Summa Cum Laude