

Meagan Poirier

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Hello, I'm Meag.

Dynamic and mission driven Creative Director with a passion for empowering small business owners and nonprofit leaders. I'm always seeking out ways to lift others up. I'm adaptable, considerate, and energetically collaborative with 10+ years of experience in management, brand design, sales, strategy and directing multiple creative projects at once.

Work Experience

Wild Roots

Brand Studio

Creative Director / Owner
wildrootsbranding.com

Jan 2018 - Present

- Directs, plans and implements creative brand strategies, overall concepts and deliverables for small business and non profit organization clients including brand identity, marketing collateral, signage, website design, training and coaching.
- Leads brand assessment, refresh, and implementation internally and externally. Guides the work of freelance talent team members.
- Designs cohesive content and process improvement aimed at empowering business owners and staff, expanding accessibility, and elevating brand image.

Town of Old Orchard Beach, Maine

International Student Work & Travel Program Coordinator
PT, Seasonal, Remote

May 2019 - Oct 2020

- Established and strengthened communication and information networks between international exchange students, program sponsors and business owners.
- Conducted research and daily outreach to facilitate a safe and rewarding cultural exchange experience for all stakeholders.

Old Orchard Beach Chamber of Commerce

Marketing & Member Relations Manager

Jan 2017 - Dec 2017

- Led marketing, membership communications, volunteer, event, community and tourism growth endeavors of the Chamber of Commerce, aligned with the goals set forth by the Board of Directors.
- Managed and redesigned website, visitor guide, marketing materials and messaging to boost ad sales, sponsorships and new memberships.
- Designed & led monthly business marketing education workshops as a member benefit.

Hid'n Pines RV Resort - Sun Outdoors

Positions Held:

- Assistant General Manager
- Office Manager
- Office Supervisor
- Bilingual Reservationist (French/English; seasonal)

June 2008 - Nov 2016

- Progressive experience and multiple positions held at a 250+ site camping resort.
- Led progressive business administration, policy design, customer service, human resources, IT, budgeting, and business rebranding functions.
- Managed and mentored 40+ cross-function team members. Developed guest loyalty and internal branding programs to improve retention.
- Strengthened guest engagement to earn #1 campground in Old Orchard Beach (Trip Advisor).

Community Impact

- Androscoggin Food Co-op, Board Member
- Gorham Middle/High School, Yearbook Advisor/Designer
- Gorham Middle/High School, School-to-Career Student Mentor
- New Hampshire Charitable Foundation, Local Grants Committee Member
- Town of Gorham Planning Board, Alternate Member

Education

B.S. Business Administration
University of Southern Maine
Portland, ME 2011 - Honors; 3.2 GPA

Daily Toolkit:

- Adobe CC: Illustrator, Photoshop, Lightroom, InDesign, PremierePro
- Canva, Express
- Wordpress, Elementor
- Wix, Squarespace, Square, Toast
- Trello, Basecamp, Slack
- Google Workspace
- Zoom and Google Meet
- Small Business Administration apps: Quickbooks, Wave, Toggl
- Big-picture understanding of small business ownership.
- Daily Focus on Health: Distance running, hiking, biking and plant-based recipe development.
- French Language Proficiency