

MEAGAN SALZGEBER

Graphic Designer & E-Commerce Specialist

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📍 Princeton, Texas

🌐 www.meagansalzgeber.com

E-commerce and operations professional with 10+ years of experience supporting online storefronts, marketing systems, and high-volume production environments. Skilled in SEO research, product listings, inventory coordination, and workflow management.

WORK EXPERIENCE

Raven + Fern Co.
Oct 2019 – Present

Owner & Operator

- Manage e-commerce storefront including product listings, SEO optimization, and inventory tracking.
- Research trends and keywords to develop targeted product lines.
- Maintain website content, product photography, and digital assets.
- Produce marketing graphics and seasonal promotional campaigns.
- Coordinate packaging, fulfillment, and inventory management.
- Led brand transition from OSM Things to Raven + Fern Co. based on SEO and customer research.

Real Deal Branding
JAN 2021- SEPT 2022

White Label Print Shop Manager

- Coordinated production of 250+ custom items weekly across apparel, signage, and promotional products.
- Prioritized orders to meet daily shipping deadlines.
- Updated and maintained workflow efficiency.
- Supervised and trained a team of five employees across production stations.
- Prepared and corrected artwork files for multiple print methods.
- Operated and maintained large-format printing equipment.
- Helped scale production from 25 to 50+ daily orders.
- Maintained support tickets on client market places and updated product listings as needed

KTAR 92.3 & AZ Sports 98.7
2015 – 2019

Lead Graphic Designer

- Produced print and digital marketing assets including websites, digital ads, and campaign materials for hundreds of clients.
- Collaborated with sales and marketing teams on multi-channel campaigns.
- Developed brand guidelines and marketing packages for sales teams.
- Trained sales staff on visual branding and marketing principles.

EDUCATION

Art Institute of Dallas 2013 **Bachelor of Fine Arts**

SKILLS

E-commerce product management, SEO research and optimization, Product development & trend analysis, Inventory tracking & fulfillment, Website content Management, Digital asset organization

TOOLS

Adobe Creative Suite, Canva, WordPress, Shopify, HTML & CSS, PHP, Google Analytics, Hubspot, MailChimp, Microsoft Office, MacOS & Window