

meg NACHER

CREATIVE SPECIALIST

WORK EXPERIENCE

ROCHE FARMA 2014-2021

Communications Specialist 2020-2021

Developed and executed a creative communications plan for the HealthCare Compliance Network supported by branding and digital materials to unify network shared knowledge and procedures, successfully launching the international program on the established date with more than 90% initial employee participation.

SHINE Brand & Communications Specialist 2019-2020

Created a transition concept that streamlined the implementation of a new company culture at affiliate level, to align with headquarter-mandated international cultural changes. The project involved branding, conceptualization, agile methodology, diversity & inclusion principles and an employee feedback-based action plan.

Through a variety of materials, events, workshops, a website and a carefully planned communications strategy we achieved higher-than-anticipated participation rates in all areas of the company and a speedy adoption of the new concepts and protocols, putting us ahead of curb in the alignment with our global company mindset.

Senior Creative Specialist 2017-2020

Responsible for all creative content in the affiliate, from the conceptualization to the design and implementation of in-house materials, event management, branding and vendor selection and the close collaboration with external providers for larger projects.

Junior Creative Specialist 2015-2017

Integrated solutions for internal and external communications campaigns, from development to implementation. Responsible for the creation of all digital and print materials responding to the needs of 9 different company areas.

Graphic Design & Communications Intern 2014 - 2015

Consolidated a portfolio of design services and shared it with all areas of the affiliate, centralizing the demand for such projects and expanding my area of service from one department to the entire company (over 600 employees).

FREELANCE WORK

BlueSky Comunicación 2018-2020

Closely collaborated with this communications consultant in creating websites, branding and audiovisual content for varios start-ups.

Las Buenas Costumbres 2019

Designed and implemented a brand that fit the client's philosophy; and consolidated all available information to create an attractive & accessible website full of genuine content, leading to a 40% increase in bookings.

PROFESSIONAL COURSES

2016 - 2018
TOO MANY FLASH. MADRID

Lighting in Photography
Video Recording & Editing

IN PROGRESS
UDEMY. ONLINE

Mega Digital Marketing A-Z

EDUCATION

2012 - 2014
CICE - Escuela de Nuevas Tecnologías. MADRID

MASTER'S DEGREE
Graphic & Web Design and Digital Communication

2006 - 2010
Loyola University Chicago

B.A. IN ADVERTISING AND PR
B.A. IN INTERNATIONAL STUDIES

A Creative Professional with an advertising background and more than 7 years' experience in an industry-leading multinational. Responsible for all creative content conceptualization, design and implementation for all 9 areas of the company and 2 international projects, as well as consulting for the cultural transformation of the Spanish affiliate.

HIGHLIGHTS: the optimization of the use of email marketing tools, the publication of works in YoDona, el País and several industry-specific publications and the successful management of annual events, fundraisers and an average of 2 communications campaigns a month, 12 months of the year.

Recognized for being dedicated, resourceful, proactive, creative, able to innovate, inspire and work as a team. Comfortable in deadline-based environments, always maintaining the highest level of creative writing and conceptual content.

SKILLS

CONTENT CREATION ██████████
ADOBE CC ██████████
VISUAL IDENTITY ██████████
BRANDING ██████████
WORDPRESS ██████████
DIGITAL ██████████

LANGUAGES

ENGLISH ●●●●●●●●
SPANISH ●●●●●●●●

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