

# MeganSwahn

[mbswahn@gmail.com](mailto:mbswahn@gmail.com) | 770.883.5597 | [www.linkedin.com/in/meganswahn](http://www.linkedin.com/in/meganswahn)

## QUALIFICATIONS SUMMARY

*Highly motivated event manager specializing in nonprofit management and development with a talent for organization and logistics. Extensive technical base features expertise in database management, basic HTML understanding and creative marketing capabilities.*

## PROFESSIONAL EXPERIENCE

### **Half-Moon Outfitters**

**Charleston, SC**

**2010 – 2012**

*An \$11M outdoor retailer specializing in adventure gear and apparel with 8 brick-and-mortar stores in South Carolina and in Georgia.*

#### **Ecommerce Project Manager**

- Supervise the processing of a daily average of 40 online orders and ensure customer satisfaction
- Execute key internet marketing initiatives including SEO campaigns, social media, and special events
- Interpret online consumer behavior and trends and translate through an ongoing effort of improved merchandising and analytics
- Launch new processing system to allow for increase accuracy while decreasing time and resource waste
- Manage daily tender reconciliations for 7 different payment methods and monitor commissions from 339 active affiliates

#### **Distribution Center Manager**

**2010 –2011**

- Managed daily activities and projects of centralized distribution center for \$11M dollar company
- Monitored all inventory production for nine stores and experienced 21% growth over two years
- Organized new inventory system to increase productivity, minimize waste and maximize revenue
- Led team of 5 for company-wide, biannual inventory in six cities over two states that resulted in <1% loss

### **Southeastern Wildlife Exposition**

**Charleston, SC**

**2007 –2012**

*South Carolina's largest annual event. A 3-day event promoting the conservation and preservation of nature and wildlife through its educational outreach programs and its focus on the visual arts.*

#### **On-Site Project Manager**

- Lead annual office manager for Exposition weekend featuring 300+ exhibitors, 100 artists and 40,000+ attendees in nineteen city-wide venues
- Oversee hospitality for over 500 artists and exhibitors and VIP suites and communicate needs to appropriate vendors and/or managers
- Assisted Exhibitor, Marketing, and Art Directors in managing all aspects of annual exposition, including but not limited to vendor registration, marketing and publication research
- Created current digital floor plan for 300+ exhibitors in six venues using Floorplan 3D software
- Progressed from intern to administrative roles, and promoted to exposition manager

### **Camp Twin Lakes**

**Atlanta, GA**

**2009**

*A network of camps annually serving over 7,000 children with serious illnesses, disabilities and other challenges.*

#### **Special Events and Fundraising Intern**

- Executed volunteer management functions, including development of volunteer responsibilities, creation of informational materials, and executed training for an average of 21 volunteers/event
- Managed board meeting preparations including packet production, meeting agenda and logistics
- Recruited and retained retail sponsors for The Partner's Card, the organization's discount retail card program raising over \$300K annually
- Designed a series of informational promotion materials to increase visibility at major events

## **COMMUNITY INVOLVEMENT**

- Half-Moon Business Liaison and Volunteer | Lowcountry Local First | Charleston, SC
- Volunteer | From Here to Sargasso | Charleston, SC
- Promotions and Hospitality Assistant | Charleston Pour House | Charleston, SC
- Event Administrator | KKS Solutions | Alpharetta, GA
- Event Developer and Producer | “Eat, Drink and Be Green” | Charleston, SC

## **EDUCATION**

### **College of Charleston**

- Bachelor of Arts in Arts Management | Spanish Minor | Class of 2008

## **COMPUTER PROFICIENCIES**

- Microsoft Office | Microsoft Outlook | UniteU | Avantlink | Cybersource | FedEx Ship Manager | Google Checkout | Thoroughbred POS System | Dell Picture Studio | imagENGINE | Floorplan 3D | Adobe Photoshop | FileZilla | Constant Contact | Raiser’s Edge | Google Analytics | Twitter | LinkedIn | Facebook | YouTube