

MeganSwahn

mbswahn@gmail.com | 770.883.5597 | 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