

# MEGHAN RALSTON

CREATIVE CONTENT PRODUCER & PHOTOGRAPHER

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meghanralston.com

Creative Content Producer and award-winning Photographer with a substantial portfolio featuring corporate and high-profile publications; significant expertise in the entertainment, retail, architecture, real estate, and medical sectors. Has additional expertise in the production side of special event management. Demonstrated ability to collaborate with all levels to distill exact results for clients. Innovative, flexible, organized and responsible - knows how to begin and complete projects - on-time and within budget.

## MEGHAN RALSTON CREATIVE

2004-PRESENT

### Freelance Creative Content Producer and Photographer—National Reach

Content creation and management of client collateral, websites, and social media channels

- Work has been prominently featured in advertising campaign billboards, television, kiosks, national and international print and digital publications, corporate collateral, websites, and even collectible cards
- Responsible for conceptualization, production, and execution of creative collateral - including a full range of photography and graphic design services
- Responsible for recruiting, hiring, contracting, and managing a wide range of talent including photographers, models, writers, and artists
- Responsible for contract negotiation, customer experience, and client satisfaction

## SMBH

2017-PRESENT

### Marketing Specialist

Specialization in digital media and marketing, with additional experience working on proposals, bids, and refreshing the brands identity and consistency.

Responsibilities include:

- Conceptualization, graphic design, production, execution, management, and organization of all social media channels, external and internal newsletters, creative assets, and most photography assets
- Currently redesigning the brand's website to update its look, feel, and function

## COMMUNITY FESTIVAL - COMFEST

2011-PRESENT

### Programming & Production Organizer

A Primary ComFest organizer specializing in web design, production infrastructure, communication, and efficiency. Responsibilities include:

- Chair of the Grants Committee
- Co-Chair of Technology and Entertainment Committees
- Committee Member of Spirit & Purpose, Media, and General Planning Committees
- Social Media Specialist and Content Creator
- Creation and management of the organization's website
- Transitioned the organization to a Google Non-Profit cloud-based cooperative working platform
- Transitioned grant applications from paper to all digital, as well as creating new tech for the committee members to review digital applications
- Selection and programming for festival musicians, performers, speakers, workshops, and discussion panels
- Management of volunteers for 6 committees year-around, and well over 300 volunteers during the three days of the festival

## PHOTOGRAPHER

2012-2015

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### Dispatch Media Group

Lead photographer for weekly regional newspaper, and feature photographer for an additional 8 company newspaper and magazine publications.

Responsibilities included:

- Collaboration with editorial staff for story concepts, copy writing, photo production and design
- Technically proficient in all aspects of photography including digital enhancements, dark room production, lighting, editing, composition
- Event management including programming, coordination, pre-production, and talent and stage management

## EXECUTIVE PRODUCER & PHOTOGRAPHER

2009-2012

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### The Hot 17

Organization dedicated to supporting the arts in Columbus.

Responsibilities included:

- Art director for all publications, promotions, and public relations initiatives
- Conceptualization, graphic design, production, execution, and maintenance of all brand social media channels and website
- Photographed and produced annual book featuring best 17 local bands each year
- Recruited, trained, and managed creative team of over 30 people on a volunteer basis for multiple years
- Produced and managed monthly showcase of featured bands at local venues

## PHOTOGRAPHER

2007-2008

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### Arizona Imaging

#### Phoenix, Arizona

Responsible for virtual tour imagery and print photography for real estate properties. Territory was the south east valley and neighboring counties.

## PHOTOGRAPHER

2006-2007

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### Mayo Clinic of Scottsdale

#### Scottsdale, Arizona

Specialized in biomedical photography at Mayo Clinic of Scottsdale. Worked primarily with the Dermatology and Plastic Surgery Departments.

## AWARDS

- Honored Volunteer, Community Festival (2018)
- Excellence in Journalism, General Feature, First Place, Press Club of Cleveland (2015)
- Excellence in Journalism, Studio Photography, First Place, Press Club of Cleveland (2014)

## COMMUNITY INVOLVEMENT

- Groove U Music College: Advisory Board (2012-present)
- Red, White & Boom: Stage Producer & Supervisor (2011-2013)

## EDUCATION

Bachelor of Arts, The Ohio State University, 2004

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