

# MEGAN CHANG

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## CAREER SUMMARY

### Content Marketing Manager • Art Director • Photographer • Content Creator

- **Expert in social and digital media production**, driving impactful cross-platform campaigns with proven success.
- **Dedicated mentor**, guiding junior team members with hands-on coaching to elevate their skills.
- **Strong track record of leading multi-day, multi-location shoots**, blending creative vision with project management for standout results.
- **Known for agility and a hands-on approach** in high-energy, fast-paced settings.
- **Skilled in managing stakeholder expectations**, transforming feedback into polished, client-aligned creative work.
- **Defines bold visual direction for campaigns**, delivering adaptable, high-performance content tailored to each project's needs.
- **Consistently ensures high-quality, on-time, and on-budget results across all phases of production.**

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## AREAS OF EXPERTISE

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|---------------------|------------------------|----------------------------------|
| ▪ Content Strategy  | ▪ Adobe Suite          | ▪ Budget Management              |
| ▪ Social Media      | ▪ Communication        | ▪ Product Launch                 |
| ▪ Photography       | ▪ Production Direction | ▪ Cross-Function Team Leadership |
| ▪ Digital Marketing | ▪ Graphic Design       |                                  |
| ▪ Production        | ▪ Content Writing      |                                  |

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## PROFESSIONAL EXPERIENCE

**Maytronics**, Duluth, GA (Remote)

**April 2024 – Present**

*Maytronics is a manufacturer of the Dolphin and Niya brands of robotic pool cleaners.*

### Content Marketing Manager

As Content Marketing Manager, I lead a talented team of designers and content creators, driving video and photo production for MTNA. I shape engaging social media and content strategies. Overseeing both the Design Lead Supervisor and the Marketing Communication Manager, I bring a cohesive vision and creative energy to every project.

- **Sparking creativity in brainstorming sessions**, shaping ideas that fuel bold, impactful campaigns.
- **Led the influencer campaign from start to finish**, flawlessly managing the agency for seamless execution and ensuring all UGC was deployed across every channel.
- **Crafting and refining content** to keep our brand voice sharp and on-point, ensuring every piece aligns with our brand direction and marketing best practices.

**Maytronics**, Duluth, GA (Remote)

**June 2022 – April 2024**

*Maytronics is a manufacturer of the Dolphin and Niya brands of robotic pool cleaners.*

### **Art Director & Photographer**

As a Digital Art Director and Photographer, I shape the visual heartbeat of digital projects, blending creative vision & strategy with technical skill to deliver compelling, on-brand experiences. From capturing striking images to crafting cohesive digital stories, I lead teams in creating visuals that captivate audiences, balance aesthetics with functionality, and drive impactful results across platforms.

- **Produce and direct multi-day, multi-location shoots** to produce high-quality lifestyle and storytelling content for social media, web, and in-store campaigns.
- **Lead and coordinate teams, both in-house and outsourced**, by streamlining creative operations and developing global branding guidelines.
- **Collaborate across departments to create innovative solutions and strategic workback schedules** to creatively curate new product launches and evergreen campaigns.

**Focus Brands**, Atlanta, GA

**March 2019 – June 2022**

*Collection of iconic food brands under one parent company where I also created the AAPI (Asian American Pacific Islander) Employee Resource Group*

### **Content Creator**

I bring ideas to life by conceptualizing, shooting, and editing content that captivates audiences and drives engagement. I deliver high-quality content that aligns with brand goals, enhances social presence, and fuels digital growth—whether for a quick viral post or a carefully planned campaign.

- **Collaborated with social media and PR teams to align content with project goals**, target audiences, and messaging, while developing strategic concepts that meet client and brand objectives.
- **Produced and delivered content across multiple platforms**, overseeing post-production and working with food stylists, production houses, re-touchers, animators, and media agencies.

**Creative Circus**, Atlanta, GA (Remote)

**May 2020 – March 2021**

*2-year advertising portfolio school.*

### **Content Creation Instructor**

As a Content Creator Instructor, I taught students to master teamwork, strategy, and execution in digital media, with a focus on social media platforms. I crafted clear learning objectives, a structured syllabus, and kept the curriculum fresh with industry trends for a relevant, impactful learning experience.

- **Kept the curriculum fresh by incorporating industry trends** and hands-on experiences in Atlanta studios alongside guest professionals.
- **Regularly evaluated and refined course content**, assigning and overseeing mini social media campaigns for real clients that students procured themselves to ensure practical, relevant learning.

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## **EDUCATION**

### **Certificate, Image/Content Creation**

The Creative Circus

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