

Megan Picurro

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Professional Profile

Self-motivated, enthusiastic and smart business professional. Quick decision maker, optimizes resources and thrives in high pressure situations. Uses technical and creative skills to push brands forward in highly competitive markets.

Work Experience

STUDIO GEAR COSMETICS *Full line of Prestige Cosmetics*

Brand Manager

2012-Present

- Manages all creative and practical components of Studio Gear Cosmetics.
- Oversees Brand Identity, Marketing and Graphics.
- Manages full product line of over 400 skus.
- Manages all promotional items.
- Forecasting and managing inventory turn.

Operations Manager and Product Development

2007-Present

- Planogram design.
- Counter Display and self-sell design.
- Evaluate formulas and ingredients.
- Color Matching and quality control.
- Work with labs to develop high quality color cosmetics and skin care.
- Develop primary and secondary packaging, in line with the integrity of the Brand.
- Sku and GXS Catalog Manager for EDI compatibility.
- Cost accounting and retail projections.

Webmaster

2006-Present

- Runs Shopify site.
- SEO, Google analytics.
- Social Media Marketing.
- Designed and created entire website from scratch using HTML, CSS, JavaScript and PHP. Website used from 06-12.

VPI- Packaging and Merchandising

Webmaster

2014-2017

- Brands: Tranquility Mountain, Kim Kimble, One Blonde One Brunette, 701 NYC
- SEO and Social Media Marketing
- Forecasting and managing inventory turn

Volunteer Work

PRIDE CENTER OF NEW JERSEY *Serving 1000s of LGBTQ Community Members in Central NJ*

Marketing Secretary and Youth Trustee 2013-Present

Manages all marketing and promotional materials

Webmaster

Planning and Marketing: Logo & Brochure Development and Graphic Design

PANDORASCOOTER.COM *Playwright/Performer/Activist* Spring 2018

wRETCH theatre production for *All Out Arts* Summer, 2017

Marketing Consultant

Graphic Design

Honors/Awards

Volunteer of the Year, Pride Center of New Jersey, 2017

Tree Dedication to Megan Picurro by the Pride Center of NJ for Service to the LGBTQ Community

Mu Kappa Tau

Phi Kappa Phi

Dean's List

Additional Business Skills

Graphic Design, Sales and Account Managing, Personal Assistant, Purchasing, Calendar Management, Business Planning

Technical Skills

Microsoft Office Suite, Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC, WordPress, Woocommerce, HTML5, CSS, Quickbooks, Quicken, Microsoft Dynamics, Navision, MailChimp, Constant Contact, GXS Catalog.

Education

B.S. Marketing- Kean University – May, 2018 GPA: 3.9

A.S. With Honors Business Administration- Middlesex County College - May, 2015 GPA 4.0

Middlesex Certifications: Adobe Flash, HTML, CSS.

Fred Pryor Certification: Effective Communication in the Workplace