

# Megan Smith

Curriculum & Program Architect • Data-driven Learning Experience Designer • Creative Strategist

## Contact

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[portfolio](#)

## Key Skills

Content Strategy & Digital Marketing

SEO Research & Keyword Optimization

Cross-Platform Content Management

Data Analysis (Excel, PowerBI basics, Google Sheets)

Program Development & User Engagement

Cross-Functional Collaboration

Copywriting & Visual Branding

## Publication

**Smith, M. G.** (2021). Libraries and Mental Health Initiatives: A literature review. *Library Philosophy and Practice* (e-Journal).

[https://digitalcommons.unl.edu/libphi\\_lprac/5663/](https://digitalcommons.unl.edu/libphi_lprac/5663/)

## Profile

**Strategic designer and narrative-rich educator of impactful programs that blend story, research, and emotional resonance.** With 10+ years of experience, I specialize in developing educational content that bridges performance, pedagogy, and content strategy.

I've created 50+ original programs and now perform over 135 annually across schools, libraries, and community spaces. Known for uniting research and creativity to shape emotionally resonant learning experiences, I bring a strategic mindset to content design and build strong partnerships with local and international organizations to bring learning to life.

## Experience

Jul 2022—Present

Elementary School Outreach Coordinator • Mount Prospect Public Library • Mount Prospect, IL

- **Designed and led 52 original education programs** across 14 schools; emotional intelligence, multiple intelligences.
- **Delivered 80 educational outreach visits in Fall 2024 alone**, serving public schools across multiple districts
- **Led strategic overhaul of** author event planning and outreach, turning a previously low-attendance program (11 attendees before role involvement) into a **sold-out event with 70 registrants prior to launch**
- Established partnership with an international language-learning provider, resulting in co-branded promotional materials (flyers/bookmarks in top 5 community languages); logins increased from under 3 per month to over **100 annually**
- Developed and implemented and trained teammates in internal outreach tracking system.
- Created infographics and reports to communicate equity and reach data.
- Directed multidepartment branded video production

Nov 2020—Jul 2022

Branch Associate • Palatine Public Library • Palatine, IL

- Delivered patron services, supporting curbside service operations
- Created social media posts as member of Social Media Committee

## Technical Skills

### Content & Learning Platforms:

WordPress, Cascade CMS, Padlet, Kahoot!, Beastack

### Design & Marketing Tools:

Adobe Photoshop, Adobe InDesign, Canva, Microsoft Publisher

### Productivity & Communication:

Microsoft Office Suite, Google Workspace, Zoom

### Data & Optimization Tools:

Google Analytics (experienced), Power BI (currently learning)

## Selected Programs (2022-Present)

**Emotions in Graphics:** SEL workshop using graphic novels and Ekman's emotion theory; developed for grades 3–5

**The Science of Friendship**  
Translated Gottman's love languages into kid-friendly formats for social-emotional learning

## Education

2023

M.A. Library and Information Sci  
Dominican University  
River Forest, IL

2013

M.A. Social Sci  
University of Chicago  
Chicago, IL

2011

B.A. Psychology & Political Sci  
Northern Illinois University  
DeKalb, IL

- Represented PLD at community events

May 2017—Mar 2020

School Age Childcare Site Coordinator • Foglia YMCA • Lake Zurich, IL

- Supervised 15 staff, 5 Counselors-in-Training, and daily groups of **150–200 children**; held primary responsibility for safe dismissal and transportation coordination
- Designed curriculum and led **Art Camp and Design Thinking Camp**, blending creative expression with problem-solving and iterative learning
- Promoted twice for excellence in curriculum design, staff training, and large-scale event planning
- Led teen programming marketing and development achieving **#1 attendance out of 17 Chicago Metro YMCAs**
- Supervised collaborative teen-led mural project featured in YMCA Halloween event (500+ attendees), facilitating teamwork, leadership, and visual storytelling
- Managed logistics for 38 annual field trips

Oct 2014—Jul 2015

Undergraduate Outreach Coordinator at University Honors • Northern Illinois University • DeKalb, IL

- **Created and launched a new outreach program** for University Honors—this role and structure did not exist prior to hire
- **Redesigned the University Honors website** using principles from organizational psychology and brand storytelling (inspired by Simon Sinek's "Start with Why"); simplified navigation, optimized SEO, and rewrote content to align with student-centered goals
- Result: **31% increase in University Honors enrollment**, despite university-wide decline
- Planned and produced the **Research Rookies Reception (200+ guests)**, managing everything from invitation design to lighting control and live event flow from balcony tech booth
- Designed and led 4 research workshops for undergraduates and faculty; integrated **Google Applied Digital Skills** into adult learning sessions
- Created print and digital recruitment materials; coordinated Zen meditation, job-seeking workshops, and graduation celebrations
- Mobilized Rapid Response Disaster Relief Outreach for tornado survivors in Rochelle
- Advised first-generation and nontraditional honors students; maintained scholarship data systems and led outreach presentations in academic and community settings