

Meredith Wish

Associate Creative Director



Hashtag warrior. Photoshop addict. World explorer. Self taught in Deutsch (Ja, es ist schlecht) and ASL (half deaf). Buffy fanatic. Photographer. TikTok lover. Red Sox fan. Optimistic. Sucker for all things 90s.

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Education

SIMMONS UNIVERSITY / B.A.
Visual Communications + Journalism
Cinema Minor
Sept. 2007 - Dec. 2010,, BOSTON, MA

Honors + Awards

March 2024 -Silver Award for Total Advertising Campaign | Inspire Impact | Umass Isenberg

March 2024 -Bronze Award for Integrated Marketing Campaign | Extraordinary Campaign | Umass Dartmouth

Nov. 2009 - Advertising and Layout Award at Simmons University | Boston

2017 - #3 Finalist Boston's Top Fashion Blogger | Boston

Oct. 2018 - Speaker at Love Your Brand Experience | Boston

Experience

FORGE WORLDWIDE / Associate Creative Director July 2023 - Present
Sr. Art Director Nov. 2020 - July 2023
Interim Creative Director Dec. 2021 - Apr. 2022
Nov. 2020 - PRESENT, BOSTON, MA

Managing the creative team from concept to execution on the following clients: Umass Isenberg, Selux Diagnostics, Harvard Medical Faculty Physicians, and National Fire Protection Association. Taking the "mundane" and making it beautiful is my niche.

SCENIC LUXURY CRUISES / Global Sr. and Social Media Art Director
Mar. 2018 - Apr. 2020, BOSTON, MA + MANCHESTER, UK + SYDNEY, AUS

Led campaigns in print and digital, directed art and copy, for the three brands under the Scenic Group: Scenic, Eclipse, and Emerald. With a mailing list of over 25K, resulting in new bookings for each river and ocean cruise.

As Global Social Media Manager, recognized a gap in audience and presented a pitch to the senior global team of UK and AUS to re-brand the Eclipse Instagram, followed then by re-branding Emerald and Scenic's social accounts. The Eclipse Instagram gained an organic 3% following increase daily.

TALBOTS / Social Media Art Director
Mar. 2016 - Mar. 2018, HINGHAM, MA

Directed and designed the brand's lifestyle voice (from concept to execution) on all media channels. Streamlined production and pushed boundaries to create daily original content that inspired over 35K new followers organically.

DIGITASLBI / Graphic Designer
Oct. 2012 - Jul. 2015, BOSTON, MA

Supported a team of creatives with clients: Bank of America, Merrill Edge, Harley Davidson, and Procter & Gamble.

Skills

Tangible

Adobe XD, Photoshop, InDesign, Illustrator, Creatopy, Lightroom, Sketch, Procreate, Keynote, Basecamp, Monday.com

Intangible

Pitching and presenting the creative vision clearly to clients, Storytelling, Detail Oriented, Optimistic, Humorous, Big Thinker, Team player

"Street Cred"

-STEM Comic Illustrator and Writer for "Hydro Heidi"

-Boston Influencer "Thoughtfulwish" with over 10k following | 2013 - 2020

-Speaker at "Love your Brand Conference," 2019

-Partnered with luxury brands such as Kate Spade, Brooks Brothers, J.McLaughlin, Popsugar for blog