



STATE of MINNESOTA

Executive Department

Governor Tim Walz

NOTICE OF APPOINTMENT

Megan Haley

Because of the special trust and confidence I have in your integrity, judgment, and ability, I have appointed and commissioned you to have and to hold the office of:

Member #9

Board of the Perpich Center for Arts Education

Effective: February 12, 2025

Expires: January 1, 2029

This appointment carries with it all rights, powers, duties, and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.

Signed and sealed February 7, 2025.

Handwritten signature of Tim Walz in black ink.

Tim Walz, GOVERNOR

Handwritten signature of Steve Simon in black ink.

Steve Simon, SECRETARY OF STATE



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FEB 7 2025

Filed February 7, 2025
Office of the Minnesota
Secretary of State
Steve Simon

President of the Senate

Replacing: Dan Loritz

Application for the position Member Application Date: 11/18/2024 4:08:58 PM

Note: If your application needs to be amended, including updates to any uploaded documents, contact open.appointments@state.mn.us. Please provide your name, board, position you've applied to, and any other documentation you'd like included in your application along with a brief summary of your request.

Part I: Position Sought

Agency Name: Board Of The Perpich Center For Arts Education

Position: Member

Seat: Member #9

Part II: Applicant Information

Name: Megan Haley

Phone: (651) 334-3443

Mailing Address: 1835 Juliet Ave St. Paul 55105

Email: meghaleywrites@gmail.com

County: Ramsey

Recommended by the Appointing Authority: False

Mn House District: 64B

US House District: 4

Part III: Appending Documentation

Cover Letter and Resume

Type	File Type
Cover Letter	application/pdf
Resume	application/pdf

Additional Documents (.doc, .docx, .pdf, .txt)

Type	File Name
No additional documents found.	

Part IV: Optional Statistical Information

Race and Natural Origin: White or Caucasian

Political Party: Democratic-Farmer-Labor

Gender: Female

Disability: No

Hispanic, Latino or Spanish origin: No

Veteran: No

Heard about vacancy from: Other

Age when applied: 40

Other reason: Recommendation by Allegra Smisek

Part V: Signature

Signature: Megan Haley

Date: 11/18/2024 4:08:58 PM

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President of the Senate

Meg Haley

MEGHLEYWRITES@GMAIL.COM • 651-334-3443 • www.meghaleywrites.com

Meg is a seasoned leader with high EQ, and a versatile creative mind. Whether it's meeting tight deadlines or proactively taking on additional responsibilities to support the organization, she delivers.

Meg is a talented storyteller and hyper-intelligent professional who motivates her team and is known to deliver work that raises the bar of excellence. She balances left and right brain tasks, and is detail-oriented without losing sight of the big "why" behind the work. She always maintains a growth mindset, staying curious while providing her clear perspective.

Meg has an approachable, collaborative work style and creates a welcoming and inclusive work environment. She provides thoughtful and constructive guidance, advice and mentorship. Because of her craft, her smarts and her years of experience, people listen to and trust her strategic communications point of view.

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WORK EXPERIENCE

Creative Director, Brand Strategist, Owner. Meg Haley Writes 01/2016 - Present President of the Senate

- Lead the development of communication strategy and execution from brand campaigns to strategic brand positioning and audience messaging guidelines, radio spots to digital ads.
- Oversee freelance creative team in creation of internal strategic communications and multi-channel marketing materials that align to the client's brand standards, deliver on the brand's unique differentiators and values.
- Establish and retain relationships with agencies, startups and nonprofit clients across industries from healthcare to tech, professional services, credit unions and CPGs.
- Audit and improve website UX with a focus on developing more compelling content to increase conversions and lead users through desired web flows.
- Architect processes to ensure efficient project management and content production. Pitch new clients, foster existing client relationships, and ensure all work exceeds KPIs.

Associate Creative Director. Bold Orange 05/2022 - Present

- Manage a team of creatives, providing mentorship, professional development and supporting a culture of curiosity, innovative problem-solving and bold thinking.
- Lead cross-departmental collaboration to plan, develop and implement multichannel communications for a variety of clients including eBay, Thrive Pet Healthcare, NMDP (formerly Be The Match), UnitedHealth Group, Great River Energy, Generac and Target Accelerators.
- Elevate the creative team's craft of strategic storytelling and compelling presentations, amplify key messages and advance industry influence for client brands.

- Lead content and video production projects from concept through successful delivery. Advise on media plans and key audience targets.
- Manage efficient processes and effective communication with internal teams and external clients.
- Bring confidence to the working team on all projects, keeping our focus optimistic and attuned to exceeding the client's goals for the business and the audience's expectations of the brand.

Senior Writer. McGarrah Jessee 09/2019 - 04/2022

- Work with external PR firms to define strategic messaging and content strategies to reach the right audience at the right time, leading to a boost in user engagement and brand trust.
- Lead creative team to produce high-quality, impactful work while staying under budget and on time for clients like Frost Bank, Whataburger, Lyft, Zippo and Case Knives.
- Collaborate with cross-disciplinary teams including designers, strategists, art directors, producers and creative directors across the agency, leading with a human-centered approach to the craft.
- Bring culturally relevant ideas to life across websites, social, packaging, email, print, long-form, digital ads, broadcast/video and experiential events that increase awareness with target audiences.

Brand Voice Lead. Dell Technologies 05/2012 - 01/2016

- Create Brand Voice Standards and translate and train global marketing teams on the importance of consistent brand expression.
- Supervise other writers and audit the work of cross-functional teams to ensure consistent brand messaging across channels and regions.
- Elevate brand image and messaging cohesion from a brand that was always on sale, to one that communicated the positive benefits enabled by the brand.
- Act as idea lead on integrated campaigns including print ads, landing pages, and social media.

EDUCATION

Master Of Liberal Arts

St. Edward's University • Austin, TX

Bachelor Of Arts in Theatre And English

St. Olaf College • Northfield, MN

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President of the Senate

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November 18, 2024

FEB 7 2025

Dear Members of the Board,

President of the Senate

I am excited to submit my application to serve on the Board of the Perpich Center for Arts Education. With a robust career in strategic communications, creative leadership, and arts advocacy, I bring a wealth of expertise that aligns with Perpich's mission to provide all Minnesota students the opportunity to develop, enhance, and integrate their artistic and academic abilities to their highest potential.

As a seasoned communications leader and storyteller, I have spent over a decade crafting impactful brand strategies, fostering inclusive environments, and mentoring creative teams. My role as a Creative Director has allowed me to shape compelling narratives for organizations across industries, developing multichannel campaigns that resonate with diverse audiences. This professional experience dovetails with the Center's commitment to enriching arts education, as I deeply understand the transformative power of storytelling and creative expression in shaping minds and communities.

Throughout my career, I have worked with nonprofits, startups, and global organizations, bringing both visionary thinking and disciplined execution to every project. At Bold Orange, I led cross-functional teams to elevate brands like Target Accelerators and UnitedHealth Group, ensuring every touchpoint aligned with core values and long-term goals.

Beyond my professional experience, I am passionate about leveraging the arts to build inclusive communities. I spent years in my early career teaching theatre and art through the Austin, Texas-based organization now known as Creative Action, as well as with Campfire USA. I continue to work as an artistic professional for civic engagement, as a playwright and letterpress printmaker. This time working within educational institutions and community organizations has only strengthened my belief that arts education is essential to fostering empathy, innovation, and problem-solving skills in young people.

On a personal level, as a queer mother, I believe passionately in the importance of an LGBTQIA+-friendly school community for youth across the state and will use my skills and lived experiences to advocate for equity and inclusion. In addition, as a parent of a young neurodivergent artist, I am personally invested in the long-term success of arts-based education in Minnesota to ensure that my daughter and all her peers have access to strong, welcoming educational options.

It would be an honor to contribute my expertise to the Perpich Center's Board, supporting its vision and ensuring it remains a vibrant resource for educators, students, and the arts

community. Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences align with the goals of the Perpich Center for Arts Education.

Sincerely,

Meg Haley

1835 Juliet Ave
St. Paul, MN 55105
meghaleywrites@gmail.com
M: 651-334-3443

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