

Megan E. Felz

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Education:	University of Minnesota Twin-Cities <i>Bachelor of Arts in Sociology</i> <i>Minor: Spanish</i> <u>Relevant course work:</u> Administrative Law and Regulation for Strategic Communication, Psychology of Advertising, Visual Communication, Mass Media Effects	<i>Expected Graduation:</i> May 2015 GPA: 3.3/4.0 Honors: Dean's List
	University of Limerick, Ireland <i>Bachelor of Arts in Sociology</i>	<i>Attended:</i> Spring 2014 Study Abroad Experience

Experience:

Communications Intern, *Make-A-Wish Foundation, Minneapolis, MN* Jan. 2015-present

- Assisted with a concept to print/distribution process including design, layout, photo editing, copy-editing and research
- Supported digital marketing strategy by writing content for brochures, annual reports, newsletters and other materials
- Prepared artwork files for print using Adobe Photoshop and InDesign
- Created social media content on a monthly basis by incorporating specific daily and promotional posts

Communications Assistant, *Women's Center, Minneapolis, MN* Sept. 2014-May 2015

- Established a 2-week digital marketing campaign to encourage donations to scholarship funds and create awareness, contributing to an accumulated 20% increase in social media page likes over the following six months
- Managed and coordinated a team of 7 bloggers to produce bi-weekly content related to the Women's Center mission
- Built and managed a monthly social media schedule and completed 6 publicly displayed visual projects, including the formatting and creation of copy to advertise scholarship applications
- Perpetuated the popularity of the Women's Center through developing social media strategy, thematic content incorporation, and cross-functional collaboration with employees, students, and University departments

Editorial Manager, *The Black Sheep, Minneapolis, MN* Sept. 2013-May 2015

- Collaborated with individuals of varying hierarchical positions to increase readership by 300% in 4 months
- Managed and trained groups of 4-8 writers while adhering to company style and weekly deadlines
- Facilitated content development meetings, approved and proof-read content, and provided constructive feedback
- Utilized social media to increase attention to publications, and used analytics to evaluate trends and optimize content

Public Achievement Coach, *Maxfield Elementary School, Saint Paul, MN* Sept. 2012-May 2015

- Coached and organized a group of 5 students of diverse backgrounds to develop long-term solutions to issues identified in their community
- Established a relationship with Target Corporation in order to receive approximately \$300 to fund transportation costs
- Demonstrated the ability to adapt an agenda to changing environments and evaluated performances weekly
- Provided project management expertise by organizing relevant projects and facilitating student development by teaching networking, organization, and leadership skills to individuals of diverse backgrounds

Neighborhood Liaison, *Student and Community Relations, Minneapolis, MN* Sept. 2013-Dec. 2014

- Delivered public presentations to audiences ranging from 3-200 people to provide resources and information to renters
- Created 9 infographics to deliver information in a visually appealing and informative manner
- Fostered relationships with community members and University organizations resulting in high attendance of community events and developing a mutually beneficial partnership between organizations
- Organized community events and actively advertised these events through the use of social media

Activities:	Welcome Week Leader; University of Minnesota	<u>Aug. 2013/2014</u>
	Sub-editor An Focal; University of Limerick	<u>Feb.-April 2014</u>
	Starbucks Barista; University of Minnesota	<u>Sept. 2011-Dec. 2013</u>
	Advisory Leader, Freshman Mentor Program; Stevenson High School	<u>Aug. 2010-June 2011</u>
	Varsity Softball; Stevenson High School	<u>Jan. 2007-May 2011</u>

Skills: Competent in Microsoft Office programs including Word, PowerPoint, Excel, and Outlook
Knowledge of social media sites such as Facebook, Twitter, LinkedIn, Hootsuite, and multiple blogging platforms
Ability to write and comprehend Spanish
Proficient in working with SPSS database
Beginner level experience with Adobe InDesign and Adobe Photoshop