



INTEGRATED MARKETING COMMUNICATIONS

CONTACT

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EDUCATION

B.S Integrated Marketing Communications
May 2024 University of Mississippi, Oxford, MS
Associate of Arts

May 2022 College of Lake County, Grayslake, IL

SKILLS

- Social Media Management: Facebook, Instagram, Twitter (X), TikTok, Pinterest
- Content Creation: Graphic Design
- Analytics Tools
- Email Marketing: Email +
- CMS Platforms: WordPress
- Brand Development
- Creative Problem Solving
- Trend Analysis and Adaptation
- Project Management
- Collaboration and Communication
- Copywriting and Proofreading
- Time Management and Deadline Adherence
- Adobe Suite
 - InDesign
 - Photoshop
 - UXUI
 - Illustrator
 - Lightroom
- Microsoft Suite
 - PowerPoint
 - Word
 - Excel
 - Publisher

ONLINE ACCOUNTS

- Managed and curated content for personal social media accounts about books on TikTok and Instagram (@megann.readss), growing a dedicated audience of book enthusiasts
- Created engaging posts and videos showcasing book reviews and recommendations, utilizing trends to increase reach and engagement.
- Analyzed platform analytics to track performance and adjust content strategies for optimal growth and audience interaction.

EXPERIENCE

4-H Program Coordinator

University of Illinois Extension: McHenry County, IL
September 2024 - Present

Program Coordination and Development

- Planned educational activities in collaboration with 4-H Youth Development Educator.
- Identified program needs and supported underserved youth audiences.
- Evaluated activities and implemented improvements for program success.
- Maintained administrative records and provided monthly reports.

Volunteer Recruitment, Training & Development

- Recruited, trained, and supported adult 4-H volunteers.
- Ensured program safety through risk management and clear procedures.

Marketing & Networking

- Developed and executed marketing plans to recruit participants and volunteers across various digital platforms.
- Partnered with community organizations to assess needs and grow programs.

Lindenhurst Pageant Director

Village of Lindenhurst: Lindenhurst, IL

August 2024 - Present

- Oversaw all aspects of pageant production, from contestant recruitment to event execution, ensuring a seamless experience for participants and attendees
- Managed event logistics, including venue selection, vendor coordination, and scheduling, to deliver a successful event
- Developed marketing and promotional strategies, leveraging social media and community outreach to increase participation and audience engagement

Social Media Ambassador

University of Mississippi: Oxford, MS

May 2023 - December 2023

- Developed and managed engaging content across three social media platforms for the College of Liberal Art
- Conducted student interviews to showcase success stories and promote college initiatives
- Captured and edited high-quality photographs of college events to enhance online presence



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ORGANIZATIONS

Illinois 4-H Youth Leadership Team 2018-2022

- **Organized and Facilitated Statewide Leadership Conference:** Planned and coordinated a youth leadership conference, enhancing leadership skills and community engagement
- **Social Media Content Strategy and Execution:** Created and executed content to boost online engagement and expand the 4-H community's presence

University of Mississippi Organizations

The Ole Miss Big Event Executive Board 2022 -2024

- Organized the logistics of three main events throughout the year

Alpha Delta Pi Sorority - Delta Sigma, 2022-2024

- **Class Representative for Officer Selection:** Participated in officer interviews, ensuring alignment with chapter goals
- **Membership Selection Committee:** Assisted in selecting new members to uphold chapter standards
- **Active Alumni Support in Graphic Design:** Provided ongoing graphic design assistance to enhance sorority branding

Student Activities Association 2022-2024

- Directed the planning and execution of various campus events, including pageants, ensuring successful and engaging student experiences

Leadership and Engagement Ambassadors 2022-2024

- Planned and coordinated a leadership summit to empower and connect campus organizations
- Facilitated connections between students and campus organizations to foster involvement and community

EXPERIENCE

Assistant Manager and Marketing Intern

Dewitt Marine: Bellaire, MI

Summer 2022 and Summer 2023

- Developed and implemented a comprehensive social media strategy to increase brand visibility
- Produced and launched a video series covering various boating topics, enhancing customer engagement
- Supervised and supported staff in executing daily tasks to ensure smooth marina operations
- Managed day-to-day marina activities, including boat cleaning, fueling, and rental coordination

Manager

Rosati's Pizza: Lindenhurst, IL

June 2018 - May 2022

- Trained and onboarded new employees, demonstrating job responsibilities and exemplary customer service standards
- Mastered and performed various roles, including front counter customer service, food preparation, and cooking
- Managed nightly close-out processes, including reconciling financial transactions and ensuring accurate end-of-day reports