

Megan A. Deese

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EDUCATION

The University of Georgia, Athens, Ga. May 2014
Bachelor of Arts in Journalism (A.B.J.) – Public Relations **Cumulative GPA: 3.8/4.0**
Minor: Communication Studies | **Certificate:** New Media

RELEVANT WORK EXPERIENCE

Natalie Bradley Events, *Event Planning & Social Media Intern*, Athens, Ga. Dec. 2011 – Present

- Assist in planning and coordination of events that include fundraisers, bridal events, and weddings. Tasks include set-up, supporting vendor and guest needs, and ensuring smooth execution of the event from start to finish.
- Manage, plan and assist in writing blog posts for NatalieBradley.com.
- Work with different professional and social media websites such as Facebook, Delicious and Pinterest to help promote Natalie Bradley Events by posting blogs entries, inspiration, and design ideas for various types of events.
- Attend client meetings, create media contact lists and assist in graphic design of event promotional material.

The Home Depot, *Communications Intern*, Atlanta, Ga. May 2013 – Aug. 2013

- Conducted focus groups in Georgia, Arizona and Maryland with 118 Merchandising Execution Team (MET) associates in the field, as well as created surveys sent to 750 suppliers and over 16,000 MET associates to gather feedback on the MET communications vehicles.
- Analyzed results from focus groups and surveys to assess opinions toward the current communication vehicles.
- Presented findings and recommendations to senior and executive leadership.
- Assisted in writing and editing content for the weekly associate publication and intranet page.

The Red & Black, *News Writer*, Athens, Ga. June 2012 – Oct. 2012

- Wrote weekly in-depth stories about award-winning University of Georgia students, campus Greek Life events and environmental issues that affect University students.
- Followed-up with and conducted personal interviews with University students, professors and faculty members.

LEADERSHIP EXPERIENCE

Public Relations Student Society of America – Drewry Chapter, *Secretary* April 2013 – Present

- Handle all correspondence and manage email listserv for the largest PRSSA collegiate chapter.
- Maintain record of over 200 chapter members and track attendance at meetings.
- Collect membership dues each semester, keep record of member statuses, and submit dues and member information to the PRSSA National office.

Creative Consultants, *Junior Account Executive for DIY Greek* Sept. 2012 – April 2013

- Assisted in leading a group of three team members and served as the liaison between the Creative Consultants Executive Board and our client, DIY Greek.
- Wrote a year-long public relations proposal for the client and implemented a social media plan that increased “likes” on Facebook by 27 percent and included creating a DIY Greek Twitter account.
- Completed meeting reports sent to executive board to keep record of tasks and ensure yearly goals were met.

UGA Miracle, *Public Relations Committee Lead* Sept. 2011 – Feb. 2013

- Assisted in writing and compiling the monthly newsletter sent to 1,500 UGA Miracle members and alumni.
- Attended weekly meetings and emailed meeting summaries to committee members.
- Brainstormed ideas for year-long PR campaign and helped promote UGA Miracle Family Days, restaurant percentage nights and campus awareness days during the year with Facebook and Twitter.

CAMPUS AND COMMUNITY INVOLVEMENT

Order of Omega – Greek Honor Society, *Member* Nov. 2013 - Present

Greek Ambassador Program Jan. 2013 – Present

Chi Omega, *Career and Personal Development Chair* Dec. 2011 – Dec. 2013

UGA Miracle, *PR Committee Member* Fall 2010 – Spring 2013

Student Government Association, *Freshman Forum Member* Fall 2010 – Spring 2011

COMPUTER & DESIGN SKILLS

Microsoft Office, Adobe InDesign, Photoshop, Illustrator, Dreamweaver, WordPress, Prezi, SPSS, Google Analytics