

MEGAN ZANETOS

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EDUCATION

Bachelor of Science in Journalism, Advertising Emphasis, *University of Oregon, Eugene, December 2010*

Spanish Language Emphasis, *University of Leon, Leon, Spain January 2012- May 2012*

- Completed first level of Spanish Language course

SKILLS/QUALIFICATIONS

Proficient in Microsoft Word, Microsoft PowerPoint, Adobe InDesign, Basecamp, and Constant Contact

Basic knowledge of Microsoft Excel, Adobe Photoshop, and Adobe Illustrator

Possess excellent communication skills, strong work ethic, and a collaborative mindset

WORK EXPERIENCE

Event Planning Intern, C3 Events, Bend, OR

June 2012- October 2012

- Developed and maintained relationships with 20+ sponsors
- Planned and executed kids' activities for Munch and Movies event
- Utilized Adobe design skills to create banners, signs, and other promotional materials for multiple events
- Assisted in managing kids' stage at Hullabaloo and Bend Summer Festival
- Managed High Tea Party Event while directing professional performer and supervising 25 children

Sales Associate, Nordstrom, Tigard, OR

February 2011- December 2011

- Assisted customers with excellent customer service including follow up calls to elevate sales and maintain relationships
- Utilized product knowledge to execute sales and select appropriate item for customer
- Attended in-store classes and morning pep rallies to continuously improve sales techniques

JanSport Student Ambassador, UO, Eugene, OR

July 2010- December 2010

- Coordinated eight events on campus that drew in 100+ people for each event
- Raised over \$1,000 in a single event for Big City Mountaineers utilizing fundraising skills
- Won award for "Best Overall Semester" with partner, competing against five other universities
- Constructed marketing plans to effectively execute each event and submitted bi-weekly reports to management
- Networked with local businesses and student groups to partner on events in order to promote JanSport
- Created promotional materials such as flyers and handbills using Adobe InDesign and Photoshop
- Formed personal relationships with students by interacting and engaging them in activities at JanSport events
- Controlled prize inventories and managed a \$1,000 budget
- Managed the JanSport University of Oregon Facebook page by adding /updating event postings and pictures

Hostess, Glenwood Restaurant, Eugene, OR

July 2008- September 2009

ACADEMIC EXPERIENCE

Advertising Campaigns

- Collaborated with a team of 5 to develop an advertising campaign for Baxter Auto Parts supply and retail chain
- Performed extensive research and created a target audience profile
- Outlined media strategies to reach target market; created and designed advertisements
- Utilized Microsoft Word skills and wrote detailed campaign report discussing media and creative strategy rationale used in our campaign
- Presented PowerPoint of campaign to client