

MEGAN G

GEOGRAPHY: Geographically Flexible, Northeast, Northern California and Bay Area

INDUSTRY: [Law](#), [Marketing/Advertising](#), [Publishing/Editing](#), [Start-Ups](#), [Technology](#)

EDUCATION

Scripps College - Claremont, CA

May 2015

- Bachelor of Arts in Media Studies (Digital Track); Minor in Environmental Analysis
- GPA: 3.8, Dean's List Fall 2012 & 2013, Spring 2013 & 2014
- Related Coursework: Digital Media in Marketing, Social Life of Media, Intro to Computer Science, Digital Imaging, Urban Analytics and Research Methods, Political Economy,
- Senior Thesis: *Challenges of Connectivity: An Analysis of Anti-vaccination Dialogues on Social Media*

Danish Institute for Study Abroad- Copenhagen, Denmark

Spring 2014

PROFESSIONAL EXPERIENCE

Communications and Marketing Student Worker, **Scripps College**, Claremont, CA

September 2011- Present

- Create and edit at least two press releases and news stories each week.
- Research and interview subjects for future stories.
- Compose and schedule social media posts on a weekly basis.
- Actively contribute to marketing strategy sessions; Organize and manage photo shoots.

Communications Intern, **National Restaurant Association**, Washington, DC

June 2014- August 2014

- Derived insights with Google Analytics to make strategic decisions about web redesign.
- Increased web traffic by 15% through web redesign.
- Interviewed seven restaurant professionals and composed four web stories under tight deadlines.
- Developed and scheduled copy for Facebook, Twitter, and blogs.

External Affairs Intern, **Guggenheim Museum**, New York, NY

June 2013- August 2013

- Analyzed data and used insights to make recommendations about social media strategy.
- Composed content that helped increase social media followers by 20% and likes by 96%.
- Scheduled social media collateral and reformatted the BMW Guggenheim Lab Blog.
- Live tweeted and assisted at the Museum Mile festival and James Turrell media preview.
- Thoroughly researched artists and potential affiliates.

Intern, **Bonhams**, Washington, D.C.

May 2012- August 2012

- Generated and distributed marketing collateral, appraisals, and auction reports.
- Pitched news stories to local media.
- Quickly learned how to describe services to clients and managed pack outs and consultations.
- Researched segments of the Washington, D.C. market.

Editorial Intern, **Naples Illustrated**, Naples, FL

May 2011- August 2011

- Composed articles for print and online media; Conducted interviews for stories.
- Fact checked and edited articles and layouts before submission.

SKILLS

Proficient with Google Analytics, Microsoft and Google Office Suites, Adobe Photoshop, social media websites, Wordpress, Hootsuite, CisionPoint, HTML/CSS, Kentico, copy editing, survey design, research methods. Working knowledge of Python, SPSS, GIS, Google AdWords.

LANGUAGES

Intermediate Spanish, Beginning Chinese, Elementary Danish.

PUBLICATIONS

G, Megan M. "Public Transportation and Satisfaction in Copenhagen." Kinder Institute for Urban Research, Rice University, May 15 2014.