**MEGAN R. DAY**

310 NE Stanton Lane

Lee’s Summit, Missouri 64064

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(816) 803-2327

**SUMMARY OF QUALIFICATIONS**

Strong leadership, high work ethic, and reliability demonstrated in multiple work and academic areas. Excellent communication and interpersonal skills developed through team projects, job shadowing, presentations, and competitive debating. An eagerness to learn with a positive attitude will assist in a smooth transition into your organization.

**SKILLS**

**Marketing Research:** Designs and conducts market research and performs in-depth analyses.

**Strategic Planning:** Identifies, develops, and prioritizes marketing strategies.

**Advertisement Designs:** Studies and analyzes various methods to determine and create effective designs.

**Organizational Skills:** Manages projects effectively by setting goals, planning and coordinating tasks, and maintaining attention to details while multi-tasking and meeting deadlines.

**Relational Skills:** Delegates effectively and works well with others by being supportive and sharing credit while accepting responsibility.

**EDUCATION**

**Master of Business Administration,** *Marketing*

University of Central Missouri, Warrensburg, Missouri

December 2013; GPA 3.63

**Bachelor of Science degree**, *Management*

Southwest Baptist University, Bolivar, Missouri

May 2012; GPA 3.085

**EXPERIENCE**

**Marketing Director Intern,** 2013­ (Fall Semester)

Chick-fil-A, Blue Springs, Missouri

* Strategized, created, and implemented a successful marketing plan.
* Planned and executed events oriented towards building community relationships and involvement.
* Observed, tracked, and analyzed marketing efforts and their respective outcomes.

**Camp Counselor,** 2010 – 2012 (Seasonal) \*Received Best Counselor Award in 2012

Camp Summit, Lee’s Summit Parks and Recreation, Lee’s Summit, Missouri

* Planned and carried out educational activities for children.
* Created a positive children’s experience through interactive involvement.
* Ensured a safe and entertaining experience for both children and co-workers.

**Sales Associate,** 2009 – 2012

Express, Independence, Missouri

* Promoted sales through personal customer assistance.
* Reorganized merchandise to promote a directed shopping experience.
* Marketed select products through development of visually striking displays.