

Morgan McNally

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SUMMARY OF QUALIFICATIONS

Technical:

- Rhetorical Analysis
- Written and Verbal Communication Skills
- Copy Editing
- HTML and CSS
- Microsoft 360, Canva, Adobe Premiere, and Adobe Photoshop
- Social Media Management & Strategy

Laboratory:

- Internal Review Board Certificate for Social & Behavioral Research

EDUCATION

Rowan University

Glassboro, NJ

Bachelor of Communication Studies, Double Concentration in Rhetorical/Cultural Criticism
& Interpersonal/Organizational Communication

May 2023

Minors in Writing and Editing for the Public, New Media, and Women and Gender Studies

GPA 3.69, Magna Cum Laude honors anticipated, Dean's List- all semesters, President's list- Spring 2023 semester.

Credits earned by graduation- 124

PROFESSIONAL EXPERIENCE

PetSmart

West Berlin, NJ

Dog Bather

March 2021 – Present

- Handled bathing, drying, brushing, and trimming of nails for dogs.
- Managed time in order to complete multiple dogs within their allotted appointment.
- Discussed and documented animals' behavior and health to pet owner.
- Recommended alternative grooming or vet options to pet owners.
- Scheduled appointments.
- Guided new hires on the ins and outs of the services being provided.

Social Media Strategist, Rowan University

Glassboro, NJ

Student Social Media Manager Intern

January 2023 – May 2023

- Showcased the Health and Science Communication program's mission, advantages, and events through posts on Twitter, Instagram, and LinkedIn.
- Monitored each platform's metrics.
- Replied to and shared posts that related to the HSC program.
- Optimized user engagement through the use of hashtags, captions, and tagging.
- Promoted HSC-related events and highlighted key moments following the event.
- Used skills in graphic design to craft easy-to-share posts.

Student Social Media Strategist and Manager

May 2023 – September 2023

- Crafted and updated social media strategy.
- Mentored oncoming intern.
- Presented findings to staff and faculty.

EXTRACURRICULAR INVOLVEMENT

Member, Rowan University Communication Studies Club, 2023 – Present

