**Morgan McNally**

319 Delsea Dr. N Glassboro, NJ | (609) 314-4307 | morganemc02@gmail.com [www.linkedin.com/in/morgan-mcnally-682855202](http://www.linkedin.com/in/morgan-mcnally-682855202)

**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 May 2023

& Interpersonal/Organizational Communication

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