

BEFORE

Nordstrom BP Fashion Board — La Jolla, CA

Experienced the marketing and branding tactics of Nordstrom's BP Department. Included monthly meetings with a concluding visual project.

Member

Gamma Phi Beta Sorority

Initiated member of the Delta Theta Chapter of the Gamma Phi Beta sorority. I attend weekly meetings and perform 5 hours of philanthropy service every 10 weeks.

12/2016

EDUCATION
2016

MEGAN LACHANCE

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2020

SUMMARY

Journalist seeking a fulfilling and challenging internship with a quality company to explore career paths in Public Relations and Social Media in an environment that encourages me to utilize my writing skills, creativity, journalism education, and passion for fashion and beauty.

HIGHLIGHTS

- Organized and thorough
- Articulate writing techniques
- Passion for the Fashion/Beauty industry
- Basic skills with Photoshop.
- Advanced knowledge of written formats.

ACCOMPLISHMENTS

Photo Editor in Yearbook Club: (September 2014 - June 2016) organized and produced the images in the school Yearbook and managed a team of photographers.

VP of Programs in National Charity League: (September 2014 - June 2015) organized the appearance of guest speakers and followed through with contact connections.

Mother/Daughter Award in National Charity League: (2011, 2012, 2013, 2014, 2015) completion of over 25 hours of community and volunteer service.

EXPERIENCE

01/2017 to 03/2017

Writer

SLO What? Magazine — San Luis Obispo, CA
Wrote two Fashion/Lifestyle articles in the March 2017 Edition of SLO What? Magazine. Included writing and editing, planning visual layouts, and coordinating photoshoots.

07/2015 to 12/2015

Cashier/Busser

Tin Leaf Fresh Kitchen — Encinitas, CA
Placed phone orders, cleared and cleaned tables, and handled the cash register at a local restaurant

08/2014 to 05/2015

Fashion Ambassador

AFTER

MEGAN LACHANCE

Public Relations Coordinator

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ABOUT ME

Self-starting, passionate Journalism and PR student with 2+ years experience. Adept in media research, strategy and implementation. Under Sonos, a leading home sound system company, managed tier-1 business press and customer relations. Seeking to leverage creative writing and media skills to illuminate company stories. Graduating June 2020.

EXPERIENCE

Marketing and E-Commerce Intern, Ambiance Boutique

SEP 2019 -

- Managed e-commerce activity on boutique site to ensure offerings are up-to-date (required knowledge of HTML)
- Organized social media efforts and arranged on social media calendar with goal of consistent, on-brand social media activity

Public Relations Intern, Sonos

JUNE 2019 - SEP 2019

- Managed partner media activities to ensure alignment with Sonos' strategic communications aims
- Tasked with creating and curating content for social media channels to promote the fall product launch; collaborated closely with social media teams to ensure consistent aesthetic and promotion of brand image; created social media calendars
- Monitored and identified corporate media wins; compiled monthly report for C-Suite

Media Relations Intern, Olive Creative Strategies, Inc.

JUNE 2018 - SEP 2018

- Drafted creative pitches and press releases
- Developed media calendar listings to identify media opportunities for clients
- Researched editorial opportunities and communicated findings to higher-ups
- Attended TV segments and team brainstorm alongside company C-Suite

Writer, SLO What? Magazine

JAN 2019 - MARCH 2018

- Wrote fashion/lifestyle articles for the Spring and January Issues of the online magazine
- Coordinated photoshoots, and collaborated with local businesses
- Worked with co-editor on visual layouts for the spread and social media outlets, and editing content

EDUCATION

SEP. 2016 - MARCH 2020
California Polytechnic State University, San Luis Obispo, GPA 3.8
B.S. in Journalism, Specialization in Public Relations, Minor in Graphic Communications

AWARDS

- Deans List: Fall 2017, Winter 2018, Spring 2018
- Presidents List: 17-'18 academic year
- Public Information Officer, FEMA

SKILLS

- Media Relations
- Creative Writing
- Copy Editing
- Adobe Creative Suite
- Microsoft Office
- Project Management
- Critical Thinking
- Leadership