

Megan H. Russell

971.998.6715 // megan.h.russell@gmail.com // @meganhrussell
827 3rd St., #1 // Santa Monica, CA 90403

Education.

University of Oregon

Eugene, Ore. (Sept. 2010 – June 2013)

- B.A. in journalism. Majors: advertising + public relations. Minor: environmental studies.
- Cumulative GPA: 3.6.
- Public Relations Student Society of America (PRSSA).
- Delta Gamma Vice President of Membership/Recruitment 2011 and Director of Anchor Splash Philanthropy 2012.

University of Southern California

Los Angeles (Aug. 2009 – May 2010)

Experience.

Business Development Coordinator, 72andSunny

Los Angeles (October 2013 – Present)

New Business Intern, TBWA\Chiat\Day

Los Angeles (June 2013 – September 2013)

- Assisted vice president of marketing and new business with potential client meetings and pitches. Conducted category analyses and competitive research for potential clients.

Volunteer Director of Public Relations, Hallspot

Eugene, Ore. (March 2013 – June 2013)

- Wrote news releases, managed brand image and developed marketing strategy for launch of a student-run startup website and application for college communities in fall 2013.

Brand Ambassador, Nike

Eugene, Ore. (April 2013)

- Helped run the Nike Fuel Band Intensity #Counts event at Matthew Knight Arena.

Intern, U of O Intramural Sports Marketing Team

Eugene, Ore. (May 2011 – June 2013)

- Proposed Twitter account, provided strategic counsel and helped grow followers to 200.
- Planned events to promote intramural sports and related sponsors to students and staff.

Internet Marketing Freelancer, Tillamook Cheese

Beaverton, Ore. (Dec. 2010 – Jan. 2013)

- Planned, wrote and published blog posts; helped launch new website through back-end HTML input; analyzed email statistics; and assisted with social media analysis.

Brand Management Intern, NORTH

Portland, Ore. (May 2012 – Sept. 2012)

- Assisted brand managers of Deschutes Brewery, Keen Footwear, Clif Bar, Pacific Natural Foods, Dick's Sporting Goods and Portland Downtown Marketing Initiative.

Reporting Intern, "Public Agenda" Newspaper

Accra, Ghana (June 2011 – Aug. 2011)

- Lived, worked and traveled in and around Accra, Ghana, for six weeks as a part of U of O's Media in Ghana program. Wrote a bi-weekly column about being a foreigner.

Skills.

Microsoft Office (Word, Excel, PowerPoint); Adobe Creative Suite (InDesign, Photoshop, Illustrator); Final Cut Pro; Social Media (Facebook, Twitter, Vine, Instagram, Pinterest, Tumblr, FourSquare); internal management and research systems (Basecamp, Nielsen Advviews).