

MEGAN ALLEN

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@mega_nallen

EXPERIENCE

Rebranding Manager, *BYU MathEd Department*

Provo, UT | Jan. 2017-April 2017

- Researched and cultivated new marketing plan
- Redesigned department logo, social media covers
- Compiled, designed and edited 100 page proposal

Creative Assistant & Social Media Intern, *The House That Lars Built*

Springville, UT | Jan. 2017-May 2017

- Assisted creative director with errands and project collaborations
- Managed Instagram of 150K followers
- Organized supplies and created databases
- Wrote captions and curated shareable content for Facebook and Twitter
- Online engagement

Digital Marketing & Social Media Intern, *Decent Workshop*

Washington, DC | May 2016-Aug 2016

- Composed 300+ specific Facebook & Instagram captions
- Managed Pinterest accounts daily
- Responded to customer inquiries
- Collaborated on content for 5+ email newsletters
- Shadowed art director on Instagram feed layouts
- Interviewed several local business owners for On The Grid city guide

Editor & Teacher's Assistant, *Bradley PR Agency*

Provo, UT | January 2016-May 2016

- Advised and evaluated 10 students on AP Style and creative and strategic blog writing
- Organized content calendar and promotion for the Bradley PR Blog on Wordpress
- Assisted professor with class organization and assignments

Social Media Manager & Editor, *Venture Icon Media*

Provo, UT | January 2015-January 2016

- Edited, managed and scheduled social media posts and content for 10+ clients
- Wrote 1800+ FB, TW, G+ posts
- Maintained client relations
- Managed graphic design content
- Created custom social media campaigns
- Optimized ad spending campaigns for Facebook, Twitter and Pinterest
- Crafted SEO articles, web content and blog posts
- Wrote press releases and compiled media lists

EDUCATION

Bachelor of Arts in Communications, Public Relations Emphasis

Brigham Young University | Provo, UT | Graduation: April 2017

- BYU Washington Seminar Participant, 2016
- Study Abroad: London Art History and English, 2013

INVOLVEMENT

National Young Adult Council Co-Chair/Member

DBSA: Depression & Bipolar Support Alliance | June 2015-Present

PRSSA Online Communications Vice President

Public Relations Student Society of America, BYU | June 2016-June 2017

Social Media & Branding BYUSA Campaign Manager

BYU Student Service Association, Provo, UT | Jan 2016- Mar 2016

SKILLS

- Photography (Manual & Lightroom)
- Adobe Suite
- Blogger Outreach
- Hootsuite Certified
- Social Media
- Blog Writing
- Campaign Strategy
- Instagram Layout & Strategy
- Collaging
- Painting
- Snapchat & Instastories