

megan strecker

COMMUNICATIONS PROFESSIONAL

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Shreveport, La.

profile

Hello! I'm Megan, a passionate and positive-natured communications professional with writing, media relations, social media and event management experience. I'm seeking to apply my relevant skills in a public relations, marketing or communications position.

EDUCATION

BACHELOR OF ARTS IN JOURNALISM (A.B.J) – PUBLIC RELATIONS
2010-2014

University of Georgia
Athens, Ga.
Communications Study Minor
New Media Certificate

SKILLS

WRITING | AP STYLE

MEDIA RELATIONS

INFLUENCER RELATIONS

ONLINE NEWSROOM
MANAGEMENT

MEDIA MONITORING |
CISION

REPORTING | ANALYTICS

SOCIAL MEDIA CONTENT
CREATION

SOCIAL MEDIA
MONITORING

EVENT COORDINATION

RESEARCH

ADMIN SUPPORT

PROFICIENT IN
MICROSOFT OFFICE

ADOBE CREATIVE SUITE
EXPERIENCE

PRESENTATION SKILLS

WORK EXPERIENCE

INDEPENDENT CONTRACTOR – COMMUNICATIONS COORDINATOR

Current Client: Georgia Aquarium

I support the Georgia Aquarium Communications department with services as needed, including creating social media content, editing social media and blog content, social media engagement, coordination of public relations campaigns and facilitation of media requests.

PUBLIC RELATIONS COORDINATOR

Georgia Aquarium | Atlanta, Ga. | Aug. 2014-Sept. 2017

I supported the Communications department with major campaigns, initiatives and social media management to drive revenue and create awareness of the largest aquarium in North America. I also worked closely with the marketing and digital marketing department to ensure brand consistency in all communications, and served as the local media and digital influencer lead on the team.

- Media trained to represent Georgia Aquarium as needed.
- Wrote pitches, media alerts, press releases and social media content.
- Managed and maintained the Aquarium's online newsroom.
- Proactively pitched media to secure coverage, and worked with multiple internal departments to coordinate on-site interviews and filmings.
- Responded to and facilitated media requests for photography and digital assets needed, interviews, media tours and press kit needs.
- Assisted with social media management by writing and scheduling content (via Social Studio), responding to messages and posts from fans, and providing support of live event coverage.
- Monitored media coverage through Cision, and provided reports to team and senior leadership with coverage summaries and highlights.

COMMUNICATIONS INTERN

The Home Depot | Atlanta, Ga. | May 2013-August 2013

- Conducted focus groups with 118 Merchandising Execution Team (MET) associates, and created surveys distributed to 750 suppliers and more than 16,000 MET associates to gather feedback on MET communications vehicles.
- Analyzed results from focus groups and surveys; presented findings and recommendations to senior and executive leadership.
- Assisted in writing and editing content for internal employee publications.