

# ME Meghan Fletcher

801.641.4295  
meg.k.fletcher@gmail.com  
meghanfletcher.weebly.com  
2301 Columbia Pike #521  
Arlington, VA 22204

## BRIGHAM YOUNG UNIVERSITY, Provo, UT BA in Communications

2008-2012

Emphasis in Print Journalism / Design and New Media

- Financed education by managing demanding school schedule and working 20+ hours a week
- Relevant coursework in news writing, investigative reporting, print publication, graphic design, multimedia, and photojournalism

## Education

### INFORMATION TECHNOLOGY INDUSTRY COUNCIL Communications Intern

September 2011 - present

Responsible for assisting the Communications Director by:

- Monitoring and updating four social media accounts
- Developing and designing 2011 Board of Directors report
- Creating and designing policy messaging documents
- Creating new marketing materials for recruitment efforts
- Drafting all blogs related to smart energy efficiency policy
- Updating website content and graphics on a weekly basis
- Assisting staff on updating intranet materials and members only web content
- Monitoring and compiling ITI news clips
- Representing ITI at various member meetings and external events

### JAMBOJON MARKETING

March 2011 - August 2011

#### Content Specialist / Executive Assistant

- Concepted and executed a consumer-driven social media campaign including eNewsletters, blog articles, Facebook and Twitter updates
- Reconfigured internal relations and office systems to meet deadlines and quarterly goals
- Halved project turn around time by designing a company wide gantt chart and executing
- Wrote and edited website copy and graphics for multiple projects simultaneously

### BRIGHAM YOUNG UNIVERSITY Marketing and PR editor / Web Developer

June 2009 - August 2011

- Completed 3-year university website redesign in 6 months
- Developed internal database to manage nearly 3000 internship providers
- Assigned editor over student co-workers in numerous departments
- Wrote press releases and news stories promoting university
- Learned software programs on the job, including Dreamweaver, WebEdit, Drupal, WordPress, FilemakerPro, and Sharepoint

## Experience

### HER CAMPUS BYU Contributing Writer

January 2011 - April 2011

- Ground level writer for BYU chapter
- Produced weekly stories/slideshows for publication

### HABITAT FOR HUMANITY

September 2009 - April 2010

#### Executive Officer of Web Relations Over BYU Chapter

- Began campaign to coordinate with volunteers via social media

### CHOOSE TO GIVE CAMPAIGN

September 2009 - April 2010

#### Executive of Publicity and Marketing

- Concepted new social media campaign including viral videos
- Developed new campaign branding

## Volunteer

### Have experience in and with the following:

- |                                     |                      |                   |
|-------------------------------------|----------------------|-------------------|
| ◦ Microsoft Office                  | ◦ flyers             | ◦ Audacity        |
| ◦ iWork                             | ◦ Editing print/copy | ◦ WordPress       |
| ◦ Adobe Creative Suite              | ◦ Public Speaking    | ◦ Drupal          |
| (namely InDesign, Photo             | ◦ Final Cut          | ◦ FileMaker Pro   |
| shop & Dreamweaver)                 | ◦ iMovie             | ◦ Sharepoint 2007 |
| ◦ Writing for both online and       | ◦ iDVD               | ◦ Facebook        |
| print including blogs, newsletters, | ◦ SoundSlides        | ◦ HootSuite       |
| websites, articles, brochures and   | ◦ Slideshow Pro      | ◦ Twitter         |

## Skills