

# Meagan Reed

Slippery Rock, Pennsylvania | 814-322-7967 | meaganreed86@gmail.com

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## Professional Experience

### Director of Marketing and Communication – Engage Energy and Industrial Consulting

February 2021 – Present

- Develop and nurture strong business relationships with potential customers.
- Generate leads, secure meetings, and contribute to sales objectives.
- Establish brand presence and create strong messaging via social media and website.
- Create and execute marketing campaigns via direct mail and email.
- Organize and utilize CRM software. Qualify customers. Analyze market opportunities.

### Property Manager - The Grove at Slippery Rock

October 2013 – February 2021

- Oversee a 600-bed luxury student housing facility in Slippery Rock.
- Manage budget, payroll, marketing, leasing, contracting for outside services, staff, etc.
- Promote a productive teamwork environment and a culture of customer service.
- Drive team to meet or exceed quarterly sales, marketing, and facility goals.
- Plan and execute events that promote to target demographic.
- Establish relationships with University and business owners to enhance marketing efforts.

### Adjunct Instructor - Communication Departments at Slippery Rock & Clarion Universities

Spring 2013 | Fall 2013 | Spring 2016 | Fall 2018 | Spring 2019

- **Spring 2019 (SRU)** – Digital Imaging - Explores key elements of digital communication and provides opportunities to create, edit and manipulate images using Adobe Photoshop.
- **Fall 2018 (CU)** - Business & Professional Speaking – Develops professional presentation skills. Students learn to effectively adapt presentations to business audiences & professional contexts.
- **Fall 2018 (CU)** - Public Speaking – Introduce the long tradition of public speaking, applies principles of research and delivery to prepare and present speeches, etc.
- **Spring 2016 (SRU)** – Advertising Production – Design course using Adobe InDesign. Applies concepts of design, creative strategy, and message development to create advertising.
- **Fall 2013 (SRU)** - Junior Seminar - Designed to assist students in conducting a self-assessment while exploring the corporate culture of the communication field.
- **Spring 2013 (SRU)** - Visual Literacy - A cornerstone course that involves the study of visual forms of communication with an emphasis on image-based media.

### Director of Annual Giving at Slippery Rock University Foundation Inc.

March 2011 - December 2013

- Raised \$500,000 annually by soliciting multiple entities through various campaigns:
- **Phonathon** – Supervised and motivated 35 student callers. Taught script, persuasion, and overcoming objections. Oversaw three student supervisors that assisted with operations.
- **Campus Family Campaign** – Personally sought out individual departments on campus to reach majority of 800+ SRU employees. Achieved 60% donor participation rate.
- **Senior Class Gift** – Implemented internship program. Worked with interns to create plan for requesting donations from classmates for their soon-to-be alma mater.
- **Student Philanthropy** – Formed an organization (Rocky's Raisers) that had the mission of creating a culture of giving among SRU student body.
- **Direct mail/email** – Segmented, planned, and executed 8-10 direct marketing mailers and email campaigns per year.

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## Education

### **The University of Texas at Austin** - Masters of Art, Advertising, 2009 – 2010

- **Core Classes:** Issues in Advertising Theories and Research, Strategic Advertising Management, Advanced Account Planning, Integrated Communications Management, Creative Strategies, Media Management, Quantitative and Qualitative Research
- **Involvement:** Student Advertising Group, Texas Student Media student organization

### **Slippery Rock University of Pennsylvania** - Bachelors of Science, Communication (PR), 2005 - 2009

- **Core Classes:** Public Relations Campaigns, PR and Integrated Communications, Organizational Communication, PR Writing, Publication Production I and II, Digital Imaging, Communication Theory, Communication Law, Cases Studies in PR
- **Involvement:** Zeta Phi Eta (president) – Professional Communication Fraternity, Green & White Society (President) – Student Alumni Association, Lambda Phi Eta – Communication Honor Society, Freshmen Leadership Scholar Program

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## Additional Work Experience

### **Owner – Meagan Reed Consulting**

January 2012 – Present

- Assist locally owned businesses with their social media strategy and content.
- Work with owners to discuss needs, plan, create, and implement monthly content calendar, take and edit photos, write content, post in a timely manner, analyze performance, etc.
- Assisted with special events, mail and email campaigns, and other cross-platform efforts.

### **Communications Intern at Pennsylvania Center for Environmental Education**

January 2011 - June 2011

- Assisted state funded environmental office with computer troubleshooting, design and create various materials for new grant initiatives and update website

### **Marketing Director at Tart Organic Frozen Yogurt**

January 2010 - December 2010

- Established start up: Create mission statement, marketing, business development strategies.
- Attended local events to cultivate relationships and increase brand awareness.
- Designed/maintained marketing materials: website, social media, menu, coupons, and flyers.

### **Teaching Assistant at The University of Texas at Austin**

January 2010 - December 2010

- Assisted with a variety of tasks from grading to leading lab sessions for the following classes:
- Spring 2010 - Integrated Sports Advertising – Professor Jeff Ward
- Spring 2010 - Technology Marketing and Advertising – Professor Mark Bunting
- Summer 2010 - BBA Global Program in the McCombs School of Business – Dr. Deirdre Mendez
- Fall 2010 - Introduction to Advertising – Dr. Gary Wilcox

### **Managing Account Executive at Texas Student Media**

August 2009 - December 2010

- Managed \$100,000+ monthly sales goals for a team of 11 sales reps
- Collaborated with local businesses for events to promote advertising clients to community
- Exceeded personal monthly sales goals up to \$8,000
- Recognized as Top Sales Rep, Best Supplement Manager, & for Most New Business

## **Social Media Management Team Member - Advertising Department at The University of Texas at Austin**

January 2010 - May 2010

- Researched competition, planned, and executed social media strategy, maintained presence
- Measured efforts over the period of six months and created suggestions for future improvement
- Presented project to exec members of the American Association of Advertising Agencies

## **Marketing Intern and Peer Mentor at Center for Student Involvement and Leadership**

August 2006 - May 2009

- August 2006 to August 2008 - Peer Mentor: taught leadership skills, college assimilation, involvement, community service to cohort of 20 freshmen
- August 2008 to May 2009 - Marketing Intern: Developed a strategic year-long marketing plan, created marketing material, assisted with leadership workshops, facilitated orientation

## **Advertising Manager at The Rocket**

January 2006 - May 2009

- Met and surpassed weekly sales goals by cold calling prospects and maintaining client list
- Created advertisements, placed ads within the layout
- Worked with accounting for billing and collections, developed new payment policy
- Reorganized the position and trained multiple assistants and replacement

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## **Teaching Experience**

**Adjunct Professor**, Slippery Rock University & Clarion University

Spring 2013 | Fall 2013 | Spring 2016 | Fall 2018 | Spring 2019

- Digital Imaging (SRU - Spring 2019) – 2 sections of 20 Students  
*Course Description: Exposes students to the use and manipulation of electronically generated images through hands-on experience with digital cameras and scanners. Market specific imaging software is used to further enhance and manipulate imagery.*
- Public Speaking (CU - Fall 2018) – 25 Students  
*Course Description: Introduces the long tradition of public speaking; applies the principles of research, organization and delivery to preparation and presentation of speeches; and provides coaching for delivering a minimum of three in-class speeches designed for a variety of contexts.*
- Business and Professional Speaking (CU - Fall 2018) – 25 Students  
*Course Description: Performance course designed for students to understand, practice, and improve business communication speaking skills. Apply strategic communication theories and skills to business setting, and enhance effective leadership and management communication.*
- Advertising Production (SRU - Spring 2016) – 21 Students  
*Course Description: Advanced production course which applies concepts of design, creative strategy, and message development to the creation of advertising in a variety of mediums. Course focuses on development of consumer, public service, and PR advertising campaigns.*
- Junior Seminar (SRU - Fall 2013) – 50 students  
*Course Description - Designed to assist students in conducting a self-assessment while exploring the corporate culture of the communication field. Students develop a portfolio, attend job seminars, conduct mock interviews, and present their portfolio to the public.*
- Visual Literacy (SRU - Spring 2013) – 90 Students  
*Course Description: A cornerstone course that involves the study of visual forms of communication with an emphasis on image-based media. Topics include visual interpretation, manipulation, conventions, role of visual media in cultural processes and aesthetic appreciation.*

## **Teaching Assistant**, University of Texas at Austin

January 2010 – December 2010

- Technology Marketing and Advertising (Spring 2010) – 125 Students  
*Course Description: Explore marketing and advertising of technology products and services. Class included guest speakers: Sam Gilliland (CEO of Travelocity), Ann Finnie (Public relations specialist at HP), Mike Abary (SVP at Sony), and Howard Mittman (Publisher of Wired Magazine).*
  - Integrated Sports Marketing (Spring 2010) – 200 Students  
*Course Description: Examine the marketing role of the sports industry. Review how the various sports entertainment industries are used as part of the marketing mix, and how the industry fits into the overall strategic objectives of media companies and advertisers.*
  - Studies in Intercultural Management (Summer 2010) – 35 Students  
*Course Description: Introduce framework for understanding cultural dynamics in business. Intercultural analysis, teambuilding and project design, student's experience of intercultural teamwork where they collaborate/compete in a manifested international marketplace.*
  - Introduction to Advertising/Integrated Brand Management (Fall 2010) – 110 Students  
*Course Description: Introduction to the principles and practices of advertising and integrated brand promotion. The role of persuasive communication tools within the total marketing effort.*
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## Publications

### **The Cameo – Editor-in-Chief**

Zeta Phi Eta (communication fraternity) – 2009-2015

- The Cameo is a bi-annual newsletter for the national communication fraternity
- Planned content, requested and edited articles from other members, wrote and edited additional articles, arranged layout of 8-to-16-page print publication, worked with organization president to meet needs of the organization, worked with printing company to send mailer.
- Past copies of work at <http://zetaphieta.org/cameo>

### **Social Media Marketing for Small Businesses and Organizations**

University of Texas Masters Report - December 2010

- This report is a comprehensive look into the implications of using social media for small businesses and organizations with an emphasis on using Facebook as a marketing tool.
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## Presentations

### **SRU – Senior Transition Conference**

March 2018

Young Alumni Panel Member – Topics of Student Success after Graduation

### **SRU – Public Relations Campaigns Class**

March '12, April '13, October '13, October '15

Presentation: Fundraising for Non-profit Clients

### **SRU – Center for Student Involvement and Leadership Graduate Assistants**

August 2013

Presentation: Social Media Tips and Tricks Training

### **SRU – Freshmen Leadership Scholar Program Yearend Banquet**

May 2012

Presentation: Keynote Speaker – Student Success

### **SRU – Alpha Kappa Psi (Professional Business Fraternity)**

November 2011

Presentation: Personal Branding on Social Media

## **Various Advertising Agencies in New York City**

December 2010

Presented Account Planning projects – Audiotoniq and Texas Department of Agriculture  
Agencies Presented to: Edleman, RGA, TBWA\Chiat\Day, Frog Design, DDB

## **CASE (Council for Advancement & Support of Education) District II Conference**

March 2009

Conference Name: *Charting the Future* – Baltimore, MD

Co-Presented: *A Dynamic Partnership: Advancement, Student Affairs & Student Ambassadors*

## **CASE ASAP (Affiliated Student Advancement Programs) District II Conference**

February 2009

Conference Name: *Rock Around the World: Passport for Success* – Slippery Rock, PA

Co-Chair: In charge of committees, communication, and correspondence for 200 attendees

## **New York State Communication Association Conference (NYSCA)**

October 2008

Presented Research: *No Laughing Matter: An Investigation of the Relationship between the Use of Humor by An Instructor and Information Retention in the College Classroom*

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## **Volunteer Experience**

### **Board of Directors Member at Alpha Omega Center**

January 2018 – May 2019

Former Donor Engagement Volunteer - Facilitate participation for Baby Bottle Fundraising Campaign. Contact various constituents to promote the vision, mission, and efforts of the campaign and the center to help residents who face hardships in relation to unplanned pregnancies.

### **Volunteer at Sandy Lake Wesleyan Church**

September 2012 – May 2019

- Monthly Announcement Presenter (2018)
- Event Coordinator for bi-annual women's events (2018/2019)
- Monthly nursery duty (September 2012-September 2015)
- Registration table at the Freedom Road 5K (November 2012)
- SLW Church Yard Sale (June 2012)

### **Robin's Home**

January – June 2018

- Created and launched website, Facebook page for startup non-profit organization
- Coordinated Money-O-Rama fundraising event that raised \$2000+

### **Community Advisory Board at WQED Multimedia**

October 2013 – October 2016

WQED's Community Advisory Board (CAB) is a group of over 30 community representatives who provide input to the WQED Board of Directors. Twice a year, the CAB travels to counties throughout the region to host a WQED event or partner with an arts organization.

### **Marketing Committee at Olde Town Grove City**

April 2012 – December 2013

Olde Town Grove City is a non-profit organization committed to creating a better downtown Grove City through economic initiatives, promotional efforts and physical improvements.

Created website: [www.oldetowngrovecity.com](http://www.oldetowngrovecity.com) - Design marketing materials - Volunteer at various events - Attend monthly marketing committee meetings

### **Volunteer at Make-A-Wish Foundation**

November 2011 - November 2011

Raised nearly \$1,500 for the organization by selling t-shirts

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## Honors and Awards

<b>Rising Star Award – Adviser of the Year</b>	May 2013
<b>Texas Student Media – Achieved top monthly sales</b>	Sept 2009 – Dec 2010
<b>Rising Star Award – Outstanding Student Leader</b>	April 2008
<b>Pittsburgh Advertising Federation Scholarship</b>	Spring 2008
<b>The Lucille Calabretta AFSCME Scholarship</b>	Spring 2008

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## Skills

**Certified Personal Trainer:** *In Progress* – National Academy of Sports Medicine – Projected: Summer 2021  
**Yoga Alliance 200 Hour RYT:** Completed Teacher Training at Broad Street Yoga – Summer 2019  
**Digital/Social Media:** Website Design, Social Media Strategy & Management  
**Graphic Design:** Adobe Creative Suite (Photoshop and InDesign)  
**Word Processing:** Proficient in Microsoft Office Suite  
**Leadership:** Interpersonal & intercultural communication, conflict resolution, time management

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## Professional References

### **Tammy Cunningham**

Fiscal Assistant  
SRU Foundation, Inc.  
[TCunningham@srufoundation.org](mailto:TCunningham@srufoundation.org)  
724-967-4177

### **Mark Caltabiano**

Vice President of Asset Management  
The Goldenberg Group  
[Mark.caltabiano@gmail.com](mailto:Mark.caltabiano@gmail.com)  
267-446-6730

### **Katrina Quinn**

Department Chair  
Slippery Rock University  
[Katrina.quinn@sru.edu](mailto:Katrina.quinn@sru.edu)  
724-738-2430