Meagan Reed | 814-322-7967 | meaganreed86@gmail.com

Professional Experience

Owner – Meagan Reed Consulting & Sweet Escape Events, LLC
January 2012 – March 2025 (Part-Time) | March 2025 - Present (Full-Time)

- ***Education*** - Create and run online programs and workshops on leadership and wellness.
- ***Events -*** Coordinate and host in person and virtual networking and wellness events.
- ***Engagement -*** Assist locally owned businesses with their social media strategy and content.
- ***Everything Else*** - Plan and execute special events, mail and email campaigns, and other cross-platform marketing efforts for clients.

Director of Marketing and Communication – Engage Energy and Industrial Consulting
February 2021 – March 2025

- Develop and nurture strong business relationships with potential customers.
- Generate leads, secure meetings, and contribute to sales objectives.
- Establish strong brand presence and messaging via social media, website, and in person events.
- Create and execute marketing campaigns via direct mail and email.

Adjunct Instructor - Slippery Rock University, Clarion University, University of Pittsburgh at Greensburg, Mount Aloysius College
Spring 2013 | Fall 2013 | Spring 2016 | Fall 2018 | Spring 2019 | Fall 2023 | Spring 2025

- ***Spring 2025 (MAC) -*** Graphic Design - Teach principles of layout and design, and hand-on, real world practice with creating images for business and marketing plans
- ***Fall 2023 (UPG) -*** Public Speaking – Introduce the long tradition of public speaking, applying principles of research and delivery to prepare and present speeches, etc.
- ***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, applying 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.

Property Manager - The Grove at Slippery Rock
October 2013 – February 2021

- Manage a 600-bed luxury housing facility: budget, payroll, marketing, sales, vendors, 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 the target demographic.
- Establish relationships with university and business owners to enhance marketing efforts.

Director of Annual Giving at Slippery Rock University Foundation Inc.
March 2011 - December 2013

- ***Phonathon*** – Supervised 35 callers. Taught script, persuasion, and overcoming objections.
- ***Campus Family Campaign*** – Faculty and staff campaign - Achieved 60% participation.
- ***Senior Class Gift*** – Strategic planning to encourage seniors to donate to campaign
- ***Student Philanthropy*** – Created Rocky's Raisers, a student fundraising organization
- ***Direct mail/email*** – 8-10 direct marketing direct mail and email campaigns per year.

Education

The University of Texas at Austin - Master 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 - Bachelor 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

Publications

The Green Voice - Contributing Writer
Pittsburgh Earth Day eMagazine - January 2025 - Present

- Bacardi's Sustainability Commitment: Redefining Green in the Spirits Industry - March 2025
- How to be Safe and Sustainable at the Same Time: The Intersection of Electronics Recycling, Cybersecurity, and ESG Responsibility - February 2025
- Strive to Thrive in 2025: Regional CEO's Are Embracing a Sustainability Business Strategy - Jan 2025

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.

Presentations

Sweet Escape Events, LLC. – Monthly Webinars October 2021- Present
Host monthly webinars on self-help, encouragement, women's empowerment, etc.

Pittsburgh Technology Council November 2024
Panel Moderator for the Pittsburgh Technology Council program - Winning Talent Together: Employee Experience and Engagement: Cultivating IE&D, Mental Health and Well-Being

Women's Energy Network Global Conference April 2024
The Art of Storytelling - Women's Energy Network Global Conference - Atlanta, GA

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*

Volunteer Experience & Organizational Involvement

Wellness Chair at Women's Energy Network of Greater Pittsburgh
January 2023 – Present

Plan and execute four wellness events per year for 500 member chapter, such as self-defense classes, yoga, health and wellness workshops, and social outings

Board of Directors Member at Energy Leaders Network
March 2023 – Present

Member of an industry association 's mission is: "Recognizing the People, Products, and Services that are leading the energy industry in our region." Assist with planning several networking events.

Ambassador for The Beauty Boost Pittsburgh

September 2021 – Present

Assist community for women to feel empowered, healthy, and beautiful. Promote, attend, and assist with upcoming events in the Pittsburgh Area

Association for Corporate Growth - Pittsburgh Chapter

January 2024 - Present

ACG serves investors, owners, executives, lenders and advisers to growing middle-market companies. ACG's mission is to drive middle-market growth.

Vistage Worldwide - Key Group

January 2022-December 2022

Vistage is a global organization that aims to help CEOs, business owners, & key executives make better decisions, improve leadership skills, & grow businesses through confidential peer advisory groups, executive coaching, & leadership development programs.

Member of Women Owned Small Business Group

January 2022 – June 2024

Small group of female small business entrepreneurs that gather regularly to discuss business, encourage and support one another, and do life together.

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

- Event Coordinator for bi-annual women's events (2018/2019)
- Monthly Announcement Presenter (2018) & Nursery duty (September 2012-September 2015)
- Volunteer at various events (Freedom Road 5K, Yard Sale Fundraiser)

Marketing and Fundraising Volunteer at 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) provides input to the WQED Board of Directors. CAB travels to counties throughout the region to host a WQED event or partner with an arts organization.

Marketing Committee Member 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 (PA) through economic initiatives, promotional efforts and physical improvements.

Volunteer at Make-A-Wish Foundation

November 2011 - November 2011

Raised $1,500 for the organization by designing and selling 11:11 t-shirts

Teaching Experience

Adjunct Instructor - Slippery Rock, Clarion, University of Pitt at Greensburg, Mount Aloysius College
Spring 2013 | Fall 2013 | Spring 2016 | Fall 2018 | Spring 2019 | Fall 2023 | Spring 2025

- Graphic Design (MAC - Spring 2025) - 12 Students
  Course Description: Teach principles of layout and design, and hand-on, real world practice with creating images for business and marketing plans
- Public Speaking (UPG - Fall 2023) - 2 sections of 20 Students
  Course Description: Introduce the long tradition of public speaking, applying principles of research and delivery to prepare and present speeches, etc.
- 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 stills to business settings, 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, team building 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.

Additional Relevant Work Experience

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
- 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 team. Exceeded personal $8k monthly sales.
- Collaborated with local businesses for events to promote advertising clients to community.
- 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

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 cohort of 20 freshmen.
- August 2008 to May 2009 - Marketing Intern: Created executed strategic marketing plan,

Advertising Manager at The Rocket
January 2006 - May 2009
- Surpassed weekly sales goals. Collected outstanding invoices. Developed new policies.
- Created advertisements, worked with editorial staff, and placed ads within the layout.

Honors and Awards

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

Skills

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

Professional References

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