

CONTACT

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(845) 258-8696

DIGITAL MEDIA

Portfolio: www.meggkerr.com

Private Lacrosse Lessons:
meghankerrlax.wordpress.com

LEADERSHIP EXPERIENCE

St. Stephen-St. Edward
School Commencement
Speaker - June 2016

University of Scranton
Women's Lacrosse Team
Captain - 2016 & 2017

International Service Trip
Leader - July 2015

SKILLS

MS Excel
MS Word
MS PowerPoint
MS Exchange
MS Access
Canva
Constant Contact
VStudio
WordPress
InDesign
Photoshop

AWARDS

University of
Scranton Loyola
Scholarship

2017 Landmark
Conference
Women's Lacrosse
Player of the Year

Women's Lacrosse
World Cup Festival
D3 Elite South Team
2017

MEGHAN KERR

EDUCATION

2013 - 2017 **University of Scranton, Scranton, PA**

B.A. Strategic Communications

Minor: Business

Current GPA 3.4 / 4.0

Graduated: May 2017

Fall 2015 **National University of Ireland (NUIG)**

PRACTICAL CLASSWORK

Freedlove Ad Campaign - Sept - Dec 2014

- Construct a 10-question survey to be completed prior to analyzing results
- Design a SWOT Analysis for the company and develop creatives
- Generate campaign objectives and identify mock target audience

First Friday Social Media Campaign - Feb - May 2015

- Work with the Office of Community and Government Relations to promote First Friday in Scranton to the student population
- Post on Twitter & Instagram about student discounts/events in downtown Scranton and create listicles, post cards, face sheets and media advisories advertising First Friday

PRACTICAL EXPERIENCE

Scranton Tomorrow, Scranton, PA - Sept - Dec 2016 - Social Media Intern

- Administer social media pages (Facebook, Twitter, Instagram) for a non-profit company seeking improvement in the city of Scranton, PA
- Create, format and post ad pieces and press releases through emails and social media regarding upcoming events and promotions
- Improve profile views on Facebook by 600% and gain over 30 new followers on Instagram and Twitter
- Expanded social media exposure to small businesses and reduce time to organize promotional events

Ben Franklin Technology Partners, Scranton, PA - Feb - May 2016 - Intern

- Create and post media releases and op-eds for start-up companies in Northeastern Pennsylvania
- Met deadlines and reviewed business plans for start-up companies looking for investment opportunities

One Love Foundation - Student Coordinator - 2013 & 2016

- Compose letters and emails asking for donations and support for each game
- Negotiate with businesses for raffle prizes and fundraising and advertise to towns and local areas regarding lacrosse games through social media and word of mouth
- Establish connections with One Love Foundation to continue supporting foundation throughout the years with other students

WORK HISTORY

1-on-1 Lacrosse Lessons - Founder - May 2016 - Present

- Establish coaching business to offer aspiring athletes personal development to advance their lacrosse skills
- Create websites and flyers and advertise through emails, door to door sales and phone calls - www.meghankerrlax.wordpress.com
- Organize lesson plans and tracking performances of individuals