

MEGAN PERRY

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Hackettstown, NJ

[LinkedIn](#) | [Portfolio](#)

Education

S. I. Newhouse School of Public Communications at Syracuse University

B.S. Public Relations, minor
in Business

December 2023 / GPA 3.98

Skills

- Google Suite
- Microsoft Suite
- Adobe Suite
- Canva
- Mailchimp
- Hootsuite
- Sprout Social
- PESO Certified
- Google Analytics Certified

Honors

- Syracuse University Dean's List
all semesters
- Hill Communications Densification
Account MVP Award
- Hill Communications Squip
Account MVP Award
- White Denison Public Speaking
Competition Grand Prize Award

Experience

Hill Communications: Account Supervisor

Syracuse, NY | September 2023 - December 2023

- Led a team of five peers and delegated work equitably.
- Maintained a strong client relationship as the main point of contact between the client and the agency.
- Conducted research on the target audience for each of the client's social media accounts.
- Implemented a monthly social media analytics data readout that influenced content strategy.
- Introduced new platforms and created evergreen content series for them based on audience research.

Thorlabs: Digital Marketing Intern

Newton, NJ | May 2023 - August 2023

- Developed and executed a social media campaign for Instagram, X and Facebook.
- Wrote content for Instagram, Facebook, LinkedIn and X and collaborated with graphic artists to create high-quality visuals.
- Conducted social media audits and research for creative opportunities that were synthesized in presentations.

Hill Communications: Account Executive

Syracuse, NY | January 2023 - May 2023

- Researched current social media and competitive standing.
- Created content recommendations and content calendar.
- Assisted in company rebranding by creating merchandise prototypes for the client to review.

Ferring Pharmaceuticals: Reproductive Medicine and Maternal Health Patient Marketing Intern

Parsippany, NJ | May 2022 - August 2022

- Synthesized and summarized customer experience (CX) mapping gaps and opportunities in cohesive presentation.
- Partnered with cross functional teams to research initiatives the department can leverage and presented to senior management.
- Prepared a competitive audit to provide senior management insights into target audiences and paid media strategies.

Hill Communications: Account Executive

Syracuse, NY | January 2022 - May 2022

- Compiled data and account updates to present to client.
- Created fresh content for Instagram and Twitter.
- Monitored social media accounts to enhance engagement.

Community Engagements

Public Relations Student Society of America

February 2021 - Present

Syracuse University Marching Band

August 2020 - December 2023

- Section Leader August 2021 - December 2023

Tau Beta Sigma Band Service Sorority

- Vice President of Membership May 2022 - May 2023
- Public Relations Chair February 2022 - May 2022
- Alumni-Historian August 2021 - May 2022