

# MEGAN SHEETS

GREENVILLE, SC

## EDUCATION

### Bachelor of Arts - Public Relations

Minor in Converged Media  
University of Akron

## SKILLS

- Adobe Creative Suite
- Meta
- Microsoft Office
- Monday.com
- Hootsuite
- Critical Mention
- CapCut
- Wix
- Photography
- Video production
- Strategic planning
- Content creation
- Brand management
- Project management

## CERTIFICATIONS

- Professional Social Media
- Health Care Selling
- Google Analytics
- Google Ads Search
- Google Ads Display
- Google Ads - Measurement
- CITI - SBR Researcher
- Mimic Social
- Poynter Language Primer

## WORK EXPERIENCE

### Digital Media Producer

Greenville, South Carolina  
2023 - Present

*Tribe 513*

- Oversee a range of multimedia campaigns and projects for internal communications, social media, company websites, and digital advertisements
- Maintain a record of analytics reports to ensure that content strategy meets business objectives
- Optimize search engine rankings through strategic keywords and effective link-building techniques
- Manage and implement monthly / yearly content calendars, consulting with the Operations teams for timing and topic prioritization
- Subscribe to multimedia platforms to receive latest technology and software updates
- **Clients:** Parkside Pediatrics, Parkside OB-GYN, Brio Primary Care, Brio Aesthetics, Grace Internal Medicine, VIVE Psych, and more

### Communications Intern

Green, Ohio  
2022

*City of Green*

- Collected and surveyed a variety of media databases in order to improve both internal and external communications
- Researched and crafted media advisories and news releases
- Utilized LinkedIn to gain exposure of community and increase employment

### Executive Management Assistance Program Intern

Greenville, South Carolina  
2022

*Jeff Dezen Public Relations*

- Created static and animation content on social media platforms while maintaining client media and advertising placements
- Assisted in researching, writing, and editing news releases and magazines
- **Clients:** Verizon, Springbook, Havenwood, and Bear Shadow

### Vice President of Communications

Akron, Ohio  
2019 - 2021

*Panhellenic Council*

- Promoted council sponsored events through curated advertisements: websites, social media, flyers
- Implemented a strategic marketing plan to publish original content for Instagram, Facebook, Tik Tok, Twitter (X)
- Performed VP duties while serving as Director of Public Relations

REFERENCES AVAILABLE UPON REQUEST