

Megan Rene Denny

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EDUCATION

University of Denver, Morgridge College of Education

Master of Arts, Higher Education

Emphasis: Public Policy & Organizational Change & Student Affairs

Denver, CO

May 2021

Flagler College

Bachelor of Arts, Strategic Communication

Emphasis: Public Relations & Journalism

Minor: Advertising & Marketing

St. Augustine, FL

Dec 2014

SUBSTANTIAL RESEARCH PAPERS (THESIS-ALTERNATIVE)

Social Media Advocacy & College Student Behavior

Focus on the changing technological world and the impact digital media has on college students and civic engagement

Completed Winter 2020

Policy Brief: Gender-Based Violence on

College Campuses - Proposed Amendments to Title IX

Focus on gender-based violence on college campuses and proposed Title IX changes that include use and abuse of technology

Completed Fall 2020

College Access & Trauma-Impacted Communities

Focus on sexual assault and adolescents and the repercussions that trauma has on mental health and college admission

Completed Spring 2020

RESEARCH INTERESTS

Media Impact on Adolescents | College Access & Retention | Digital Media Advocacy | Trauma-Impacted Communities | Social Media Campaigns on College Campuses | Sexual Health & Media | Gender-Based Violence on College Campuses | Health Communication | Mental & Physical Health | Health Advertising | Interpersonal Communication | Higher Education | Young Adult Relationships | Women's Health

TEACHING EXPERIENCE

University of Denver

Denver, CO

Thrive Program Supervisor & Instructor

Sept 2019 - July 2020

- Co-taught weekly health-related content to 10+ undergraduate Thrive Peer Health Educators
- Developed organized lesson plans to assist in student learning of health communication concepts and theories through power-point presentations and interactive activities
- Utilized group work and discussion to engage students in active learning process
- Independently taught professional development content to 10+ undergraduate students
- Participated in one year of weekly diversity, equity, and inclusion training

University of Denver

Denver, CO

Gender-Based Violence Prevention Educator

Sept 2019 - July 2020

- Created and delivered presentations to athletic and fraternity organizations quarterly
- Increased awareness around gender-based violence and impact on college students
- Utilized 3 social media platforms including Twitter, Instagram, and Facebook to create discussion and community around gender violence prevention
- Facilitated conversations around gender violence prevention on college campus through in-person booths and events
- Participated in one year of gender violence prevention education training

PROFESSIONAL EXPERIENCE

University of Denver, Morgridge College of Education

Denver, CO

Marketing Graduate Assistant

Sept 2020 - Present

- Develop press releases weekly to highlight all-department faculty news and updates
- Work cross-departmentally to produce community events quarterly
- Create and distribute weekly newsletters: Letter from the Dean, Student Highlights, etc.
- Collaborate with admissions team to align marketing initiatives to increase application submissions

Whiteboard Agency

Denver, CO

Higher Education & Communication Consultant

May - July 2020

- Researched higher education initiatives to produce media content for 5 clients weekly
- Developed weekly "One Dupont West" newsletter to share pertinent Denver higher education news to 400+ agency contacts
- Contributed as a ghost-writer for 2 Forbes articles

University of Colorado Denver, Experiential Learning Center

Denver, CO

Internship Advising Graduate Intern

May - July 2020

- Met with students 3+ times weekly to edit job application materials such as resumes and discussed job search tactics
- Managed comprehensive database via Handshake to increase student participation in internship preparation appointments
- Attended weekly strategic planning meetings to ensure internship and job programs aligned with new Covid-19 guidelines
- Maintained strong student relationships and worked cross-departmentally to connect resources across campus

University of Denver, Health and Counseling Center

Graduate Assistant for Health Promotion

Denver, CO
Sept 2019 - July 2020

- Hired, trained, and supervised 8 undergraduate peer educators and led weekly team meetings to develop new health programs
- Managed sexual health program development both on campus and with external stakeholders through strategic planning
- Coordinated and executed 2 events per quarter to engage students in health promotion initiatives in-person and via social media
- Collaborated with several student organizations to prepare and deliver 3 gender violence prevention presentations annually

Subject Matter Creative Advocacy Agency

Media Specialist

Washington, D.C.
Jan 2016 - Nov 2019

- Led media training for 1 – 10 spokespeople monthly for upcoming TV and radio interviews, events, and corporate meetings
- Developed internship program; hired, trained, and managed 3 media team student interns
- Pitched client projects daily and secured placement in top national, regional, and local broadcast outlets
- Managed 5+ media tours a month in-studio and on location nationwide for nonprofit, corporate, and government clients
- Drafted media alerts, news releases, talking points, and proposals for media team new business and current projects

Media Assistant

- Collected data, search results, and other metrics to provide comprehensive Excel reports for each media tour
- Edited radio and TV clips through Critical Mention and Audacity to provide as samples of success for clients
- Coordinated with vendors to secure make-up, catering, and broadcast crew for media tours

Oceana

Digital Marketing Fellow

Washington, D.C.
May 2015 - Jan 2016

- Generated leads and cultivated relationships with prospective corporate partners, media agencies, and advertisers
- Utilized Google Analytics to form insights for future blog content, sponsored web advertisements, and paid social media
- Conducted market research for audience development and competitor analysis to optimize overall marketing strategy
- Managed and maintained pay-per-click (PPC) infrastructure and other interactive paid advertising services

Multiply Social & PR Agency

Public Relations Intern

Washington, D.C.
Jan 2014 – May 2015

- Created and updated media lists using Cision and Meltwater for media outreach
- Monitored media coverage and formatted press clips for 3+ clients daily
- Researched clients and competitors to determine a specific need for public relations services

Mood of Living (Women's Health Magazine)

Media Intern

New York City, NY
May 2013 – Sept 2013

- Increased community engagement through social media, blogger outreach, and other content marketing tactics
- Organized and maintained press database, samples, and outreach for seasonal catalogs and product images
- Utilized Photoshop and InDesign to create and edit graphics for website and 4 social media platforms

SKILLS

Excel Data Collection & Analysis | Qualitative Research Methods | Adobe Creative Suite | Microsoft Office | Google Analytics | AP Style | Double Click for Publishers | Cision | Handshake | Salesforce | Mailchimp | Survey Construction | Curriculum & Instruction | Health Promotion | Social Media Marketing & Advertising

COMMUNITY INVOLVEMENT

Child Advocate, CASA (Present)

Ghostwriter, Forbes (2020)

Contributing Writer, Jacksonville Magazine (2019)

Reading Tutor, For Love of Children (2018)

Contributing Writer, Career Contessa (2017 - 2018)

Student Volunteer, Broadreach Study Abroad Costa Rica (2012)

INSTITUTIONAL SERVICE & PROFESSIONAL MEMBERSHIP

Vice President, Higher Education Student Association (Present)

Member, NASPA (Present)

Associate Advisor & Member, Phi Alpha Omega (2011 - 2014)

Member, DOW Advantage Public Relations Group (2011 - 2014)

Member, Lambda Pi Eta National Communication Honor Society (2011 - 2014)