



MEGAN POWELL

BUSINESS STUDENT AT WESTERN CAROLINA UNIVERSITY

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PROFILE

I am a student at Western Carolina University double majoring in Marketing and Finance. GPA of 3.867 on the Chancellors and Deans List. I am looking to pursue a career in Creative Marketing and Advertising, or Digital Media Marketing within the Finance or Accounting industry.

SKILLS

Microsoft Word, Excel, and PowerPoint

Digital Media Marketing

Certified in Google Digital Garage The Fundamentals of Digital Marketing and HubSpot Digital Marketing

EDUCATIONAL TRAINING

Western Carolina University

Bachelor of Marketing and Finance

- Enrolled since August 2020 to present
- Expected graduation in Spring 2023
- Specialized courses in Digital Marketing
- Finance concentration in General Finance

ADDITIONAL PROJECTS

- Written multiple state award-winning business plans
- Tasked with building a digital marketing strategy for Foundations of Internet Marketing course projects
- IMC Campaign Project Plan
- Worked with Sports Management Association Club for workshops and preparing for events

CHARACTER REFERENCES

Per request

EXPERIENCE

Shift Leader

Cold Stone Creamery | August 2017 to Present

- Overseeing operations during my shift and preparing the store for the next shift
- Preparing and fulfilling special orders made online and in-person outside of regular shifts and normal operating hours
- Maintaining the cash register system before and after operating hours
- Maintaining a clean work environment that is safe for both employees and customers
- Scheduling employees

Store Opener and Closer

Jack The Dipper | April 2021 to August 2021

- Prepared the store for opening and closing
- Maintained a clean store and work environment
- Provided great, helpful customer service
- Operating the cash register and fulfilling orders throughout the entire shift

Treasurer

Sports Management Association | August 2021 to Present

- Collecting and maintaining the funds such as membership dues, additional fees, and event costs.
- Requesting funding through essays and proposals
- Coordinating Fundraising events

Proposal Analyst Intern

Lumen Technologies | June 2022 to August 2022

- Responsible for managing and updating content within an informational database
- Formatting information requests to align with company templates and reviewing previous designs within the database
- Creating and sending out a newsletter for the team
- Reviewing sales information to be more fluent and user-friendly for the team
- Collaborating on a focus group to receive information on likes, dislikes, comments, and concerns on changes made within the Qvidian database.
- Managing a shared mailbox.