

# Megan Y. Denson

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## HIGHLIGHTS IN QUALIFICATIONS

Microsoft Word, Microsoft Excel, Adobe, Adobe Photoshop, Microsoft Windows XP, Excellent time management and writing skills, articulate, goal oriented and solid work ethics.

## EDUCATION

**University of Tennessee, College of Communication, Knoxville, TN** May 2008  
**Bachelor of Science in Communications**

- Major: Public Relations

## AWARDS

- Chancellor's Citation Honor-Extraordinary Professional Promise
- Public Relations Group Campaigns-First Place awarded by EnerNex Engineering Consulting Firm

## EXPERIENCE

**Cumberland Heights, Consultant Nashville, TN** May 2008-Present

- Research project based on Cumberland Heights' needs for internal relations
- Operate under deadlines to acquire Board of Director photos from the past 42 years

**University of Tennessee, PR Day Special Event Coordinator** Jan 2008-May 2008

- Arranged plans for the annual PR Day conference at the University of Tennessee
- Operated under deadlines to reserve special key notes speakers
- Helped maintain specific budget for the event
- Created full media kit promoting the event to other regional universities as well as UT

**Akins Crisp Public Strategies, Intern Knoxville, TN** May 2007-Nov 2007

- Compiled several media lists through the use of Cision MediaSource Research Module
- Organized and wrote several press releases, five of which were published in leading East Tennessee publications
- Facilitated and helped organize the grand opening of Jefferson Federal Bank
- Operated under deadlines to aid in producing full media kits

## ACTIVITIES

- **Public Relations Chair**-University of Tennessee Freshmen Council-worked with the university to organize social events for the freshmen class to foster positive relations between students
- **Public Relations Committee**-Member of the University of Tennessee Student Government Association Public Relations Committee; carried out PR functions for various branches of SGA to disseminate important campus information
- **Senator**, University of Tennessee Student Government Association-wrote legislation for residents of the Fort Sanders region of Knoxville to promote the safety of students living in this area
- **Coordinator**, Susan G. Komen Race for the Cure – Provided survivors with breakfast and t-shirts in the Survivor Tent, assisted the survivors in the race for 4 years
- **Morale Member and Volunteer**, Dance Marathon-3 year member of morale committee to increase enthusiasm and participation in Dance Marathon, 24 hour dance-a-thon benefiting the East Tennessee Children's Hospital.

- **Member**, Public Relations Student Society of America-active member of the University of Tennessee Chapter.

### **RELEVANT COURSEWORK**

- **Public Relations Research**: Conducted primary and secondary research in order to benchmark our client: McDonald's Balanced, Active Lifestyle Initiative, against other industry lifestyle initiatives. Compiled secondary research using Factiva, Mediamark, Bacon's (Cision MediaSource Research Module) and PR Trak.
- **Advertising Graphic Design**: Created various thumbnails and roughs in combination with Photoshop, Quark, and In Design to produce a final print advertisement.
- **Public Relations Campaigns**: Conducted primary and secondary research in order to benchmark the client. Prepared complete campaign to assist in the public relations efforts of a real client (EnerNex Engineering Consulting Firm). Campaign won first place as awarded by EnerNex which has agreed to implement tactics and strategies presented from the campaign.

### **REFERENCES**

- Available upon request