

Meghan Ketchie

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Education

The University of North Carolina at Chapel Hill

B.A. Advertising and Public Relations, B.A. Management and Society, Entrepreneurship Minor

August 2017 - May 2021

Honors: Excel@Carollina Summer Study Abroad Fellowship

Skills

Proficient: **Microsoft Office Suite, Adobe Illustrator and XD, Canva**

Intermediate: **Adobe InDesign, HTML and CSS**

Beginner: **Adobe Premeire Pro and Wordpress**

Experience

Communications Assistant

UNC Department of Chemistry

September 2020 - Present

- Draft weekly email newsletters for the department listserv.
- Create graphics templates.
- Author and coauthor content for website and alumni newsletter.
- Assist with social media analytics.

Campus Representative

The Princeton Review

September 2019 - Present

- Reach out and form professional relationships with campus organizations to gain sales leads.
- Help plan and organize on-campus events.
- Creat spreadsheets using Excel to compile research into sales leads.

Consulting Intern

District C and Courtroom5

May 2020 - July 2020

- Created legal content for the startup's full product launch in August.
- Worked with a team to creatively solve problems for a business.
- Led team in meetings with business partners, Courtroom5.
- Produced marketing materials such as infographics using Canva and Adobe Illustrator.
- Collected and analyzed customer data for feedback on potential product content and marketing materials.

Shift Leader

Sweet Charlie's

February 2019 - March 2020

- Greeted customers while offering excellent customer service attention.
- Took, created, and presented rolled ice cream orders in a neat fashion.
- Operated POS system and utilized organizational skills to prep orders in a quick, efficient manner.
- Demonstrated leadership by overseeing all store operations during shifts.
- Managed up to 4 employees at any given time.

Organizations and Community Involvement

General Member

AIESEC

February 2018 - May 2019

- Completed marketing activities, which included making social media posts, distributing flyers around campus, and contacting those who expressed interest in the program via email and phone.
- Attended weekly meetings to discuss goals for the week, month, semester, and year and reviewed the organization's purpose and core values.