

Meghann K. Heft

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Education

University of Dayton, Dayton, OH **Graduation:** May 2, 2010
Field of Study: Communication - Public Relations (Bachelor of Arts)
Marketing minor **GPA:** 3.915/4.0
President's Scholarship recipient, Dean's List designee, Honors Program member

Professional Experience

University of Dayton, Office of Enrollment Management, Dayton, OH August 2006 to present
Communication Assistant
WRITE and manage copy updates for Virtual Orientation and web stories
DESIGN and write dozens of postcards, mailings and various other publications for the Offices of Enrollment Management, Admission and Student Success
MANAGED the updating process for more than 70 academic and extracurricular inserts
DEVELOPED new Day in the Life feature for Virtual Orientation by interviewing 17 current students and supervising copy writing and Web design

Sinclair Community College, Office of College Relations, Dayton, OH January 2009 to present
Public Relations Intern
RESEARCH information, conduct interviews and create more than a dozen stories for print and online versions of Sinclair360 magazine
MONITOR daily clip reports, as well as construct and distribute news releases to regional media

The Carter Center, Atlanta, GA May 2009 to July 2009
Special Events Intern
MAINTAINED external communication and correspondence with more than 20 clients
CONDUCTED social media and marketing research to reach specific publics, including university officials, corporate offices and engaged couples
COMPOSED two letters and two e-mails for office marketing and advertising

University of Dayton, New Student Orientation Team, Dayton, OH February 2008 to September 2008
Marketing and Publications Executive
CREATED and implemented a publications plan, as well as produced 13 publications and other materials for all New Student Orientation events while managing a \$31,000 budget
SERVED on a team of 12 student executives and University staff to develop and lead a new approach to the first-year student orientation process
WON National Orientation Directors' Association Outstanding Publication for Family Members

Activities

Member of Public Relations Student Society of America August 2007 to present
President: April 2009 to present **Vice-President:** January 2009 to April 2009 **Secretary:** January 2008 to December 2008
Co-Copy Editor of *Flyer News* August 2009 to present
Volunteer of St. Vincent DePaul Society August 2007 to August 2009
Student Representative on Dept. of Communication Awards Committee February 2009
Facilitator for Perspectives in Faith and Life Series October 2008 to March 2009
Volunteer of East St. Tammany, Louisiana, Habitat for Humanity May 2007 and May 2008