

MEGAN FORD

3408 N Robinson Ave, Oklahoma City, OK 73118
meganmichelleford@gmail.com
megan-michelle91.wix.com/meganmichelle91
(580)-222-6881

EDUCATION

University of Central Oklahoma, Edmond, OK

- Bachelor of Arts in Strategic Communications (Public Relations/Advertising) - May 2015
- Journalism Minor

EXPERIENCE

Marketing Director, Phoenix Medical Massage, Oklahoma City, OK — October 2015-Present

- Repositioned brand through content development of website, and design of new logo
- Designed marketing material, i.e. brochures, business cards, email marketing, and gift certificates
- Corporate communications
- Implemented marketing strategies and established social media strategies.
- Public & media relations, advertising & sales

Salon Coordinator, DK Salon, Oklahoma City, OK — April 2012 – October 2015

- Managed 14 stylists daily.
- Directed marketing/social media strategies and executed 25+ promotions yearly for retail area.
- Inventoried and collected approximately \$3,000-\$5,000 in service and retail sales daily.
- Trained 10+ employees, a 6 week process, on computerized data, sales and communication.
- Assisted in planning 3 annual open houses, 10 special events and 40 personalized events

TECHNICAL SKILLS

Advanced Proficiency

- Microsoft Office, Social Media Marketing, Adobe InDesign, Web Content Development

Intermediate Proficiency

- Infusionsoft, Newsletter Design, Website Design

CAMPUS & COMMUNITY INVOLVEMENT

Territory Magazine, Ambassador – February 2016-Present

- Written articles featured in spring issue
- Contributed in editing of overall magazine
- Social media marketing
- Assisted in styling of photo shoots for ads
- Contacted new clients in regards to distribution

The Vista, Contributing Writer – 2013-2014

- Wrote multiple articles published in UCO's school newspaper