

Megan Rowe

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ABOUT: Megan is a Social Media Strategist and all around tech lover with 3 years of experience in social media management and design and 5 years of experience working with non-profits. Her guiding principle is authenticity and is driven by her purpose to uplift the businesses that she works with.

WORK EXPERIENCE

What's Good

St. Petersburg, FL (Remote)

Freelance Product Designer

Nov 2022 - Present

- Developed a cohesive visual identity that reflected the company's mission and target audience which included creating the logo, brand and brand guide.
- Designed web and mobile interfaces for a socialized platform to keep track of and crowdsource top activities in St. Petersburg, FL.
- Strong understanding of user research principles and techniques for UX design, including conducting UX interviews, usability testing, and heuristic evaluations

Brave Creative

Wilmington, NC

Creative Content Lead

Jan 2021-Nov 2022

- Created, executed, and oversaw over 140+ posts, stories, and reels each month for 11 brands while demonstrating a strong understanding of the client's brands and earned their trust, resulting in positive, long-term client relationships
- Demonstrated a strong performance by increasing key performance indicators (e.g. reach, likes, engagement) by an average of 600% within the first month of working with a client.
- Attracted new clients through a high-quality reputation which supported the growth and onboarding of 6 new employees.
- Conducted analysis and created reports of past marketing initiatives to identify areas of improvement

Yaupon Tea Co.

Wilmington, NC

Co-Founder, COO

Dec 2020-Present

- Co-founded a tea company utilizing the U.S.'s only native source of caffeine and currently creating a methodology to measure and monetize positive environmental impact and a carbon accounting system to sell environmental credits on the Regen Network blockchain based marketplace.
- Manage all media and educational materials including social media, SEO materials, podcast interviews, blog posts, community messaging, powerpoints, presentation frameworks, and stakeholder reports.
- Built strong community connections both locally and internationally with universities, blockchain technology start ups, environmental organizations, non-profits, and researchers, media outlets.
- Standardized, simplified, and rationalized project organization and reporting to improve efficiency.

The Livingwell Institute

Hershey, PA

Communications Manager and Care Provider

June-Nov 2020

- Spearheaded social media presence; planned social media and produced weekly educational videos and promotional videos; Created long-term resources for clients to use on their wellness journey
- Researched and created foundations for nature-based programs for clients that was used to justify funding from the state

The Full Belly Project

Wilmington, NC

Environmental Innovation Reserach Intern

June 2018 - May 2020

- Created research survey and collaborated with a local Zambian farmers association to tailor questions of the survey to capture the full picture of the aflatoxin issue
- Managed collected data, expense reports and daily operations of Non-profit while the Executive Director and Founder were in Africa for 6 weeks conducting the research outlined in my survey.

- Published work based on the research collected in Zambia which details the significance of the problem through a qualitative and quantitative data analysis of aflatoxin on ground nuts in Africa.

EDUCATION

University of North Carolina Wilmington

Wilmington, NC

B.S. Public Health (International + environmental concentrations)

B.A. International Studies

2020

Minor: Non-profit Management and Leadership

- GPA: 3.61
- Relevant Coursework: Foundations of Environmental Health, Public Administration, Non-profit Leadership, Intro to Environmental Science, Health Ethics Policy and Law, Statistics, Research Methods in Public Health, Evaluation Methods, Epidemiology, Health Promotion and Education
- Organizations: Eta Sigma Gamma Public Health Honor Society, Global Health and Policy Association,

LEADERSHIP EXPERIENCE

Hershey Medical Center & Susquehanna Area Mountain Biking Association (SAMBA)

PA

Volunteer

June 2020-October 2020

- Facilitated an Economic Impact Study on 12 miles of multiuse trails to incorporate in Hershey Medical Center's end-of-year wellness report and for SAMBA to procure \$35,000 in grant funding.

UNCW Office of Sustainability

Wilmington, NC

Independent Researcher

Nov 2019-May 2020

- Worked with public and private partners to innovate a cost effective solution for Wilmington's contaminated water crisis using mycoremediation to address the PFA's in the water from DuPont.
- Ran successful experiments using oyster mushrooms and hemp to breakdown and bioaccumulate stubborn contaminants.

Bali Animal Welfare Association

Ubud, Indonesia

Growth and Development Intern

June 2019-August 2019

- Researched and organized grant funding resources after performing a financial needs assessment.
- Developed grant application materials that lead to 30% of the yearly goal being met in 2 months.

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Club Fieldhockey Team

Wilmington, NC

Vice President

Aug 2019-May 2020

- Grew the team 3x the size while leading recruitment efforts and practices.
- Mentored junior team members and connected them to academic resources and internships.
- Successfully established a framework and bylaws to ensure the longevity of the club.

The Office of International Affairs

Wilmington, NC

Study Abroad Ambassador

Aug 2018-May 2020

- Awarded a scholarship to study in London, Paris, and Cape Town. Classes emphasized global health and sustainability.
- Lead informational sessions, sat on panels, and mentored students interested in studying in each region.

SKILLS

Skills: Microsoft Suite, Google Workspace, Figma, Asana, Adobe Creative Cloud, Canva, Social Media Platforms for content creation, Social Media Planning Tools (Sprout, Hootsuite, Meta), AI tools.