

Meg Roberts

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Education

Bachelor's of Arts – Public Relations, *summa cum laude*, University of South Florida (USF), May 2008

Study Abroad – Spanish Language, Culture, and International Relations, Madrid, Spain, 3 months

Industry Experience

Graduate Intern – VOX Global, Fleishman Hillard **5/2008-present**

Designed presentation and helped write corresponding speech for Fortune 100 company executive

Conducted blogger and traditional media outreach that generated over 14.1 million impressions

Wrote daily analysis of media coverage that was sent directly to client

Freelance Consultant – Converseon Social Media Marketing **5/2008-present**

Conducted blogger outreach to 100 of the top entertainment blogs, resulting in over 40 hits

Analyzed social media outlets to find best pairings for client media outreach programs

Public Relations Blogger – <http://megroberts.wordpress.com> **11/2007-present**

Designed and launched a blog discussing current industry trends that averages over 1,000 hits per week

Has been referenced in top industry blogs, including *PR Squared* and Stowe Boyd's *the Message*

One of 50 bloggers asked to contribute to the *Brazen Careerist*, a top resource for young professionals

Director of Marketing & Public Affairs – USF Student Government **11/2007-5/2008**

Managed a 6-member team responsible for all public relations activities of a 250 person organization

Developed and oversaw a \$55,000 programming budget

Implemented a marketing campaign for *USA Today's* Collegiate Readership that raised awareness 25%

Launched a marketing campaign that increased voter turnout for student body election 30%

Research Director – Bateman Competition Team **1/2008-5/2008**

Represented Chevrolet and GM's partnership with Safe Kids Worldwide in the Tampa Bay Community

Conducted qualitative and quantitative research on attitudes and behaviors related to car safety

Worked with 5-person team to plan an event for 350 children to raise awareness about car safety

Director of Internal Communications – Public Relations Student Society of America **5/2007-5/2008**

Built a Web site to maintain effective and efficient communications for over 150 members

Conducted research about member attitudes, used in planning future chapter events

Director of Media Relations – USF Student Government **5/2007-11/2007**

Pitched 4-7 press releases weekly that averaged 3 media placements per week

Provided media counsel that generated more positive media coverage for organization

Public Relations Coordinator – Baymeadows Primary Care, Inc. **5/2007-7/2007**

Created new logo, Web site copy, and brochures for more consistent branding

Intern – Environmental PR Group **1/2007-5/2007**

Wrote press releases, media advisories, and copy for client Web sites

Skills

Microsoft Office, Adobe Creative Suite programs, basic CSS, RSS, Google Analytics, new media tools

|References, portfolio, and awards available upon request|