

EDUCATION	VIRGINIA COMMONWEALTH UNIVERSITY May 2013 College of Humanities and Sciences PhD, Media, Art and Text
	UNIVERSITY OF GEORGIA August 2005 Grady College of Journalism and Mass Communication MA, Journalism and Mass Communication Advertising Concentration Master's Thesis: <i>Comparative Versus Noncomparative Advertising: Print advertising intensity and effectiveness</i> Thesis Advisor: Wendy Macias
	MARY BALDWIN COLLEGE May 2003 BA, Mass Communication Minors: Sociology and Business Administration Thesis: <i>The Power of Emotion: A content analysis of rational versus emotional appeal in advertising</i> Thesis Advisor: Alice Araujo
RESEARCH	
RESEARCH INTERESTS	<ul style="list-style-type: none"> • Representation of women in the media • Effects of advertising (and other forms of mass communication) on society • Public relations and new media technologies • The concept of intertextuality • Ethical issues in public relations and advertising
RECENT WORK	<ul style="list-style-type: none"> • Meganck, S. (2009). "Google Book Search – Fair Use or Infringement?" • Meganck, S. (2009). "The Power of Advertising and Celebrities: The Perpetuation of Beauty Portrayals of Women." • Meganck, S. (2009). "No Man (or pig) Is An Island: The Reinterpretation and Intertextuality of <i>The Three Little Pigs</i>."
TEACHING	
TEACHING INTERESTS	<ul style="list-style-type: none"> • Public relations (introduction, writing, campaigns, theory, case studies, production/administration) • Advertising (introduction, history, campaigns, branding, theory, strategy) • Mass communication (introduction, history, convergence/IMC, theory)
TEACHING EXPERIENCE	Instructor of Record
	Virginia Commonwealth University, School of Mass Communications Spring 2010 <i>Public Relations Production (MASC 335)</i>

	<i>Story (MASC 204)</i>	Spring 2010
	<i>Public Relations Production (MASC 335)</i>	Fall 2009
	<i>Introduction to Advertising (MASC 102)</i>	Fall 2009
Guest Lectures		
	Mary Baldwin College <i>Women in the Workplace</i>	Upcoming
	CRT/tanaka <i>Consumer Electronics Media</i>	2007
	Mary Baldwin College <i>Public Relations in Society</i>	2006
	Mary Baldwin College <i>The Power of Emotion/Thesis Writing</i>	2004
	Mary Baldwin College <i>Graduate Studies</i>	2004
Teaching Assistant		
	Mary Baldwin College, Sociology <i>Pop Culture and Society</i>	2002-2003

PUBLIC RELATIONS/ADVERTISING EXPERIENCE

RELATED EXPERIENCE	Burson-Marsteller, Richmond, VA <i>Senior Associate</i>	March 2008- July 2009
	Developed and fostered a relationship with clients and external audiences. Researched, designed, developed, implemented, and managed client projects. Reviewed materials prepared by team members and clients. Developed materials on complex issues. Maintained clear and consistent communication between clients and account team. Partnered with clients to develop and complete plans. Handled account administration duties such as billing and activity reports. Oversaw work for clients with junior account handlers.	
	CRT/tanaka, Richmond, VA <i>Account Executive</i>	October 2006 – March 2008
	Executed public relations initiatives for a variety of accounts. Led daily communications between accounts of \$100k or more. Implemented program elements in support of client objectives. Organized and coordinated events. Supervised team members on	

account programs. Oversaw public relations and administrative initiatives implemented by junior account members. Participated in new business development. Organized and managed budgets.

CRT/tanaka, Richmond, VA

January 2005 – October 2006

Assistant Account Executive

Supported client communications. Participated in client meetings and planning sessions. Spearheaded team research needs. Led and supported team media relations activities. Contributed to team event activities. Participated in team brainstorming. Supported new business efforts. Partook in internal training sessions.

Communicated between account teams, designers and vendors.

Neathawk Dubuque and Packet, Richmond, VA

Fall 2004

Account Management Intern

Served as a liaison between agency departments and clients. Built client relationships. Conducted research in regards to competitive analysis and campaign development. Worked on new business accounts. Shared ideas in brainstorming sessions. Wrote contact reports. Worked with all parties to plan, develop, manage and execute marketing and advertising plans.

Capital Strategies, Raleigh, NC

Summer 2002

Marketing Intern

Evaluated different marketing initiatives. Attended brainstorming sessions. Wrote press releases. Conducted Internet research to develop marketing campaigns. Created spreadsheets using MS Excel. Compiled progress reports of marketing initiatives for clientele.

Beverly Street Studio School, Staunton, VA

Spring 2002

Advertising/Marketing Intern

Helped put together monthly newsletter. Worked on advertising and marketing for various events and programs. Performed basic office duties.

SERVICE & LEADERSHIP

COMMUNITY SERVICE

Big Brothers Big Sister, Richmond, VA

Serve as a mentor (“big sister”) to child in local Richmond area.

Tappahannock Free Clinic, Tappahannock, VA

Worked with director to produce public relations and collateral material.

PROFESSIONAL MEMBERSHIPS

- Public Relations Society of America
- Richmond Advertising Club

AWARDS & HONORS

- Graduated with Honors, University of Georgia
- Cum Laude, Mary Baldwin College
- Lambda Pi Eta