

Megan Shields

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Education

Bachelor of Science in Marketing

Sykes College of Business – The University of Tampa

May 2020

Tampa, FL

- Completed Promotion & Branding Strategies, Retail & Distribution Management, and Services Marketing & Management

Associate of Applied Science in Business Administration

College of Business – Hudson Valley Community College

May 2018

Troy, NY

- Studied Financial Accounting, Managerial Accounting, Business Law I, and Business Law II
- Effectively learned time management and prioritizing important assignments

Work Experience

SaraBella Pizzeria

Aug 2016 – Aug 2018

Delivery Driver

Malta, NY

- Head of delivery drivers, improving leadership skills
- Dealt with difficult customers daily, bettering customer service skills
- Learned how to efficiently multitask and improve time management

TreePaad Fun Center

Aug 2013 – July 2016

Party Coach

Malta, NY

- Worked with children with disabilities and their parents, enhancing customer service skills
- Improved time management and organization through leading parties confined to a two-hour timespan; multiple tasks and activities had to be completed in a timely fashion

Activities

Member of American Marketing Association (AMA) Chapter

Aug 2019 – Present

The University of Tampa

Tampa, FL

- Gain real world experience through company tours and workshops
- Listen and network with business professionals from the Tampa Bay area, as well as speakers from multinational corporations
- Currently working towards taking the national Professionally Certified Marketer (PCM) exam

Pi Beta Phi at The University of Tampa

Sept 2018 – Present

Member

Tampa, FL

- Gained leadership and organization skills through event planning and leading events on campus
- Volunteer around the local Tampa Bay community

Personal Project/Other

Personal Marketing Research Project

- Working on research pertaining social media marketing with imagery to code over 450 advertisements to develop a content analysis tool that links engagement behaviors online to social media imagery

Google Analytics Certified

- Currently certified for Google Analytics on the “Beginner” level; currently working on the “Advanced” level, following the “Power Users” level