

# Megan Pron

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## EDUCATION

**Miami University** – FSB| Oxford, OH

**Expected Graduation: May 2028**

Bachelor of Science

Majoring in Marketing and Sports Management

**Lakes Community High School**

GPA: 4.7

High Honor Roll | AP Scholar | English Department Award | Math Scholar |

**August 2020 – May 2024**

## Involvement

**Women in Motorsports (WIM) and (WIMNA)**

**February 2024 - Present**

*Active Member*

- Attending international conferences that encourage girls to pursue careers in motorsports
- Engaging in online lectures and workshops to build skills that are valuable in professional sports

**Red Hawk Racing**

**September 2024 - Present**

*Marketing/ Social Media Team*

- Creating a branding guide to increase sponsorship money and awareness of our organization
- Overseeing the social media pages and interacting with audiences to expand people's knowledge on what our organization does

**Phi Chi Theta**

**September 2024 - Present**

*Active Member*

- Participating in a professional organization focused on leadership, professional development, and networking
- Collaborating with members to plan events, workshops, and community service initiatives

## WORK EXPERIENCE

**U.S Water Heating** | Arlington Heights, IL

**August 2022 - Present**

*Marketing Intern*

- Develop a website to sell extra inventory that has generated over \$20,000 in sales to date
- Manage a small team of 6 to take inventory and quantify data to identify areas of overspending

**Grayslake Park District** | Grayslake, IL

**May 2024 - August 2023**

*Camp Consular*

- Conducted a team of over 70 kids and worked with 5 other counselors to ensure the camp runs smoothly and safely
- Managed the park district's social media accounts and website to ensure brand image stays consistent across channels

## Skills

### Leadership

- Attended Miami's U-Lead program where I learned how to be an effective and inclusive leader
- Conducted meetings as club president at my schools Key Club, a volunteer organization

### Social Media

- Managing many professional social media accounts including my high school's varsity sport's account, my camp's park district's account, and Redhawk Racing's account here at Miami
- Conducting brand deals on my own social media accounts where I am learning the business side the media world
- Succeeding on my own social media getting 4.7 million views on my most popular video

### Microsoft

- Utilized Microsoft's appliances for 4+ years at my office job for accounting and promotional content.

## Projects

**Spooky Nook Sports Complex**

*First Place*

- Developed a strategy to increase Spooky Nook's dip in profits over the winter months
- Worked with a team to build a presentation and present our findings to the client

**Rooted Grounds Coffee**

*First Year Integrated Core Final*

- Created a marketing strategy to help Rooted Grounds go from B2B sales to B2C sales
- Utilized their SQL database to analyze and present data
- Formatted all our research into a 20-minute presentation where me and our team members presented to the client.

## Certifications

Inbound Marketing | Social Media Marketing