
CONTACT

1309 SW 9th Ln, Grimes, IA

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EDUCATION

Drake University (2015-2019)

Des Moines, Iowa

Major: Public Relations -

Bachelor of Arts in Journalism
and Mass Communications:

Minor: Marketing, Graphic
Design

Presidential and NCAA
Athletic Scholarships

AWARD & ACHIEVEMENTS

- Awarded more than 30 marketing and communication accolades
 - Speaker Committee member for American Marketing Assoc. of Iowa
 - Marketing Volunteer for Waukee Betterment
 - Special Events Volunteer for WDSM Chamber
 - Former student-athlete
 - President of Public Relations Student Society of America
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ASK ME ABOUT...

- United States Tennis Assoc.
- Iowa Healthiest State
- Waukee Betterment
- PowerLife Yoga

Meghan Kearney

Marketing Communications Professional

SUMMARY

Marketing and Communications professional who isn't just a strategist but markets with intent and passion.

With more than five years of experience in the workforce, I am a continuous learner who thrives on staying current on cutting edge marketing trends.

EXPERIENCE

Bank Iowa

West Des Moines, IA

Marketing Specialist (2021)

- Lead external communications
- Develop and oversee social media campaigns and plans
- Lead website maintenance and development
- Oversee Bank Iowa's high school scholarship and application process
- IT and Mortgage Liaison for marketing team
- Assist with internal and external email campaigns
- Coordinate and advertise for local events
- Assist with new product launches
- Director of summer and fall marketing intern
- Assisted in preparing internal and external communications for COVID-19
- Conduct market research and create supporting content

Bank Iowa

West Des Moines, IA

Marketing Intern (2018-2019)

Marketing Coordinator (2019-2020)

- Managed all external communications for the bank
- Assisted with major website rebrand and rebuild
- Developed and coordinated engaging social media campaign
- Assisted with graphic design projects, managing regional and internal requests
- Point person for outside agency relationships, including PR

Iowa Healthiest State Initiative

Des Moines, IA

Events Intern (Summer of 2017)

- Planned and carried out two events for the Iowa State Fair: Managed communications and social posts and created marketing promotion materials
- Planned statewide walk in four different cities: Designed logo, toolkits for various demographics, managed communications
- Created a sponsor report for Annual Conference