

meg aprill

skills

- Google Suite
- Microsoft Office
- Adobe Creative Suite
- WordPress
- Mailchimp
- SEO Analytics
- Canva
- Social Media

education

Syracuse University
Magna Cum Laude
GPA 3.70

B.A. Magazine Journalism
**S.I. Newhouse School of
Public Communications**

B.A. Citizenship and
Civic Engagement

**Maxwell School of
Citizenship & Public Affairs**

Minor in Business
**Martin J. Whitman
School of Business**

awards

**Henry J. Leader Memorial
Prize in Editing**

*S.I. Newhouse School of
Public Communications*

**Mark of Excellence Award
Finalist for Best Student
Run Magazine**

Editor in Chief of *Baked
Magazine* at Syracuse

experience

Novitá Communications

Junior Account Executive

New York, NY

September 2022—Present

- Manage media relations for clients (with art, design, literary, and lifestyle focus) by curating media lists, networking with editors, and researching editorial opportunities (print, digital, podcasts, awards, and events)
- Report clips and analyze media reach through circulation and distribution
- Write, edit, and design pitches, press releases, media blasts, agency wide newsletters, social media posts, and event invitations for clients
- Organize calendars by scheduling client meetings and creating agendas
- Advise media buying and negotiating contracts on behalf of clients

New Jersey Digest Magazine

Contributing Writer

Hoboken, NJ

May 2021—December 2022

- Pitched, wrote, and edited articles in AP Style with close attention to detail about culture, art, lifestyle, travel, food, interior design, and regional news
- Utilized high performance SEO keywords, conducted in depth background research, and interviewed sources in a fast-paced newsroom

Open Road Integrated Media

Managing Editorial Assistant

New York, NY

February 2022—May 2022

- Provided administrative and editorial support to editorial/publishing teams
- Monitored production, edited manuscripts, and maintained author files
- Wrote copy for title sheets, flap copy, selling copy, and catalog metadata to optimize SEO performance on retail and search platforms

Syracuse University

Marketing & Communications Coordinator

Syracuse, NY

August 2021—May 2022

- Wrote and designed graphics for newsletters and social media accounts
- Networked and coordinated alumni events with current students and staff
- Conducted interviews with students and alumni for marketing material

volunteer

Day One NY

Communications & Social Media Intern

New York, NY

August 2021—May 2022

Refugee & Immigrant Self Empowerment (RISE)

Community Engagement Intern & Tutor

Syracuse, NY

February 2020—April 2020

contact

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