

EDUCATION

2023 - 2024

MICHIGAN STATE UNIVERSITY

- Master of Arts in Strategic Communication
- Organizational Communication for Leadership Certificate

2020 - 2023

MICHIGAN STATE UNIVERSITY

- Bachelor's Degree in Advertising Management

SKILLS

- Project Management
- Video Production
- Marketing Content Creation
- SEO/SEM tracking
- Effective Communication
- Copywriting
- Sales
- Google Analytics
- IBM SPSS
- Web Design
- Adobe Creative Suite

CERTIFICATIONS

- Certified Ethical Advertising Executive - Institute for Advertising Ethics
- TechSmith Camtasia 2022 Voyager Certification

CONTACT

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LUKE MEEHAN

ADVERTISING, MARKETING, & VIDEO

PROFILE

Aspiring marketing and sales professional with a passion for creative and strategic marketing. Detail-oriented and thoughtful with the ability to execute and track success. Self-motivated and determined to take on challenges both big and small. Appreciative of your consideration and future investment.

WORK EXPERIENCE

TechSmith

2023 - 2024

Employee & Community Engagement Intern, East Lansing, MI
Marketing, Video Production, Graphic Design, Social Media, HR

- Recorded and edited 30+ corporate marketing videos
- Trusted and empowered by management to lead multiple large-scale projects, that spanned from event planning to website design and marketing content creation
- Executed community outreach, fostering valuable connections within the Lansing area
- Developed corporate policy around security and daily workflows

American Pool

2022

Pool Supervisor, Morris County, NJ

- Supervised private pool by maintaining the property's integrity and ensuring patrons' safety
- Constantly monitored pool activities and provided prompt assistance as necessary
- Communicated effectively with local residents to ensure their satisfaction with the pool's service quality

Smashburger

2019

General Sales Expert, Morris Plains, NJ

- Excellent team player with focus on achieving objectives. As a trusted and dedicated employee I embraced accountability. Aside from primary responsibilities was also trained in all functions as a high potential candidate for management.

AMC Theatres

2018

Crew Member, Morristown, NJ

- Prompt and diligent in achieving responsibilities which included selling tickets and brand products, serving customers, and providing support in any area needed. Personal skills played a key role in my success, earning me **employee of the month** for leading sales objectives with customers.

REFERENCE

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