

Megan Rose

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SUMMARY

MPH grad student + multimedia communications writer with a healthcare, science, and service background. 4+ years of professional experience supporting local brands & in-house marketing/comms teams. Passionate about immersive storytelling, creativity, collaboration, human rights, social justice, empathy/compassion, and all things health equity!

Multimedia writing samples:

[The Magic and Mess of Mushrooms: Tapping into the Clinical Potential of a Trip](#)
[Confronting a new norm - Gen Z and the endless threat of school gun violence](#)

EDUCATION

August 2023– **Master of Public Health in Health Communication – Colorado School of Public Health, CO**
• MPH candidate, accepted May '23

2021-2022 **Bachelor of Science in Mass Communication (Journalism/New Media) – Towson University, MD**
• 5x publications in student newspaper, The Baltimore Watchdog
• GPA: 3.57/4.00

2012-2014 **Certificate, Nursing Assistant (CNA) – Howard Community College, MD**
• Student Internship as an Activities Assistant Shadow at Springfield Psychiatric Hospital
• Clinical rotations at Oak Manor Center for Rehabilitation & Healthcare
• GPA: 3.85/4.00

EXPERIENCE

Sep 2023–

MARKETING/COMMUNITY OUTREACH, NORTH RANGE BEHAVIORAL HEALTH – GREELEY, CO
Marketing Intern

- Support the Marketing Director, Communication Manager, and Community Outreach teams to propel creative digital messaging and promotional awareness campaigns featured on website blog posts, social media channels, newsletter spotlights, etc.
- Standardize marketing collateral and files to brand standards and update/organize digital assets in drives
- Craft informational literature (copy and proofreading) and strengths-based communication materials for programs and events for external community audiences and internal NRBH programs/staff
- Interview with local radio hosts/programs to engage and inform the community on a variety of health topics while promoting prosocial, evidence-based solutions/strategies to improve mental health and well-being
- Collaborating with greater Weld County leaders, experts, and organizations on committee campaigns while providing operational support via creating funds tracking & recording data/information to adhere to federal/state guidelines and keep campaign projects to expected roll-out deadline

Aug 2022 - Dec 2022

GREEN NEIGHBOR – BALTIMORE, MD
Plant Care Technician & Shop Associate

- Maintained and provided essential daily horticultural care as needed per varying common and exotic plant species from evenly watering, mixing various environmental soils, potting, pruning, propagating, etc.
- Advised/strategized with current and prospective plant owners in a friendly, engaging, motivational manner toward best-suited plant and material selections (tools, pots, etc.) tailored to individual experience level and environmental conditions - prioritizing mindfulness toward budget-friendly options and caretaker interests
- Identified, monitored, and resolved pest and growth issues across outdoor, greenhouse, and retail stock using a variety of isolation, simple sustainability, and organic regenerative techniques
- Offered and shared knowledge/education with customers on a variety of house plant issues and plant botany/biology-related care questions and explained/translated complex plant science concepts to easy-to-digest information with the goal of cultivating positive, supportive, ongoing community relationships independent of monetary transaction

Jun 2020 - Jun 2022

THE OTHERSIDE CREATIVES – BALTIMORE, MD

Wedding Assistant

- Acted as brand liaison by representing the team in a kind, professional, attentive, and collaborative manner during weddings and related gatherings for events ranging from 20-150+ attendees
- Assisted wedding parties and key stakeholders with preparation and plans while ensuring all feel safe, comfortable, informed, and at ease with procedural functions and designated timestamps
- Calmly and confidently adapted to on-the-go issues; proactively problem solved, independently made sound judgment calls, and troubleshoot for potential day- and weekend-of concerns such as implement weather, medical emergencies, family matters, wardrobe malfunctions, and other unexpected delays in operations
- Oversaw company-owned rentals and ensured material assets were accurately inventoried, displayed according to charts/floor plans, decorative aesthetic, and practical accessibility for all patrons/service members
- Recorded and photographed noteworthy/brand-defining stylistic content to feature on social channels

Aug 2021 - Dec 2021

DEPARTMENT OF MASS COMMUNICATION, TOWSON UNIVERSITY – TOWSON, MD

Social Media Intern

- Developed & curated engaging creative copy adhering to university brand/sub-brand (College of Fine Arts & Communication and Department of Mass Communication) style guidelines and graphic assets; scheduled, wrote, and posted compelling digital content across multiple cross-functional internal/external channels for job & internship announcements, stories and social content, e-newsletters, website features, and dept' releases
- Integrated & updated forms, surveys, templates, calendars, and how-to/best practice(s) manuals to improve workflow of project management/cross-communication systems and ensure consistent formatting
- Coordinated backend stakeholder correspondence for ongoing featured/flagship content to align with project timelines and editorial vision including interviewing and recommending student affiliates/hires on behalf of supervisor, creating social content calendars, and managing the details of multiple projects on deadline
- Attended in-person functions to identify networking/promotion opportunities for student feature stories and alumni/department work highlights, gather visual content of students, staff, alumni, and faculty for content creation, and further promote involvement in department event participation
- Revamped & optimized visual concepts to convey better thematic cohesion while modernizing brand presence, such as adding a "Link in Bio" feature, featuring professional quality campus portraits - leading to increases in "Student Spotlight" series engagement numbers in "likes" from the 20s to upper 90s/100-range
- Researched and analyzed local and national higher education & industry trends; composed monthly analytic reports & interpreted data to produce a relevant and data-driven content strategy
- Proactively interacted with/sourced information from subject matter experts & committees to inform/guide Justice, Equity, Diversity & Inclusion (JEDI) projects

Apr 2018 - Nov 2020

UNION CRAFT BREWING – BALTIMORE, MD

Administrative Assistant/Brand Creative

- Contributed to creative process & logistical/editorial development for branding/growth initiatives from conception to implementation for events, collaborations, public outreach efforts, community involvement, partnerships/sponsorships, PR/media campaigns (etc.) - e.g. coming up with the name "Hoof & Holler" for spring 2020's Black History Month beer in honor of Baltimore's traditional horse-drawn street vendors
- Designed, monitored, & evaluated bi-weekly E-newsletters using the brand's voice/style for lists of 100-200+ subscribers while A/B testing + analyzing insights/KPIs to drive segmentation efforts; maximize reach of campaigns, sales, event turnout, provide updates, and foster community
- Spearheaded launch of the company's e-Commerce Shopify website and independently managed its daily operations – fulfilling DTC orders; updating inventory; ensuring error-free/accurate information; writing website copy; utilizing SEO; resolving technical/consumer issues, etc.
- Assisted with and meaningfully contributed to copywriting, proofreading, editing, formulation, and expansion of digital/print content for merchandise, posters/flyers, fact sheets, packaging materials, editorial assets, and other internal/external publications with a social web presence of 20k+ followers (Insta)
- Managed the front- & back-end of merchandise program - configuring annual timelines with seasonal & specialty production plans; building vendor relations with emphasis on local/sustainable procurement; calculating/presenting budget & sourcing options maintaining targeted levels of profit; creating systems for dividing & tracking inventory across numerous POS channels, assessing product/sales performance, streamlining organization; researching market leads/industry trends
- Worked closely with associated teams to increase brand awareness and drive sales through promotional strategies, social media, and web presence across 5+ cross-coordinating departments including Sales, Tap Room, Production, Brewhouse, QA/QC during a key period of company growth from 20-50+ employees

- Operated 4+ company-associated emails & acted as the main point of contact for product issues and ingredient questions, press in- and outreach, and other events/media/business/donations inquiries
- Conducted administrative duties including providing executive and C-Suite assistance; scheduling and taking notes for staff/department meetings; performing B2B/B2C communications; maintaining/expanding files and digital assets; ordering/restocking supplies; ensuring accurate & up-to-date licenses/documentation; developing internal HR & people/culture material including onboarding manuals/guidelines; and completing other employee management subtasks

Apr 2017 - Apr 2018

UNION CRAFT BREWING – BALTIMORE, MD

Special Events Staff

- Led teams and designated volunteer groups for small (30-100+ people) and large (200-1000+ people) scale private and public events including city- and state-wide beer festivals, tastings, non-profit happy hours, etc.
- Multitasked in a fast-paced environment - with the goal of providing meaningful and high-quality consumer experiences – from assisting customers with service requests and product questions, properly fulfilling digital/cash transactions, and maintaining fiscal inventory
- Built and maintained community relationships and contacts with guests, regulars/industry professionals within local Baltimore, greater mid-Atlantic and national beer scene/networks
- Inspected and managed pressure integrity of CO2 tanks, portable taps, kegs, and funnels/lines to ensure proper functioning/operational flow and OSHA compliance
- Described a variety of flagship/seasonal craft beer while educating guests on brewing processes, beer service practices, and how they impact the taste, mouthfeel, and appearance of each beer

SKILLS

- CMS/CRM tools: Canva, Adobe Creative Suite (Illustrator, InDesign, Photoshop, etc.), Microsoft Office Suite/365 (Word, Powerpoint, Excel, Outlook, etc.), Teams, Google Suite, Squarespace, WordPress, Mailchimp, Dropbox, HubSpot, HooteSuite, Asana, Slack, Zoom, Shopify, etc.
- Social media platforms including Twitter, LinkedIn, Instagram, Facebook, TikTok, YouTube, etc.
- AP Style, MLA/Chicago; foundational medical terminology, 2030 UN Sustainable Development Goals, trauma-informed practices, FOIA/copyright law, HIPAA, AMA Health Equity Language/Narrative/Concepts frameworks
- Intermediate-advanced knowledge of HTML, CSS, SEO, digital marketing, ADA web design & accessibility standards, photography/video production principles

SPECIALTIES

- **Writing:** short- and long-form strategic narratives for diverse audiences (feature stories, blog posts, press/news releases, bios, fact sheets/FAQs, presentations, reports, memos, posters/flyers, articles, one-sheets, written descriptions, forms, updates, web content, social media messages, forms, letters/newsletters), drafting/proofreading/editing
- **Project management & content strategy:** detail-oriented multi-tasking organizational skills, ability to work independently and as a part of a team, logistics support, data mining/collection/input, internal/external stakeholder engagement & outreach, information dissemination/distribution, building & maintaining effective/collaborative relationships, subject matter expert interviewing, development of communication plans/campaigns/calendars/program collateral, facilitating multi-platform delivery of digital/print content

CERTIFICATIONS

- 2021 - Google Analytics
- 2023 - Basic Life Support, Bloodborne Pathogens, Adult & Youth Mental Health First Aid, Stop the Bleed®, Communication and De-escalation, QPR

RELEVANT COURSEWORK

Media & Communication:

News Editing, Feature Writing, Digital Journalism, Mass Media Graphics, Media Audiences & Analytics, Public Speaking, Media Literacy, Desktop Publishing, Media Law, Health Communication

Sciences:

Medical Sociology, Nutrition, Organic Chemistry, Biology, Microbiology, Environmental Science, Neuroanatomy, Industrial Organizational Psychology, Human Lifespan Development, Anatomy & Physiology, Statistics