

Megan Hovey

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EDUCATION

High Point University

High Point, NC

B.A. Sports Media with a Minor in Social Media Marketing

May 2024

GPA: 3.94

Honors: Dean's List, Presidential Scholar, Extraordinary Leader (2022-23 Winner), Senior Leadership Cabinet Member, Nido R. Qubein School of Communication Student Advisory Board Member, Communication Fellow

EXPERIENCE

Head University Ambassador Captain

High Point, NC

High Point University Office of Undergraduate Admissions

March 2021-Present

- Enthusiastically create meaningful connections with 200+ families touring High Point University each year, selling them on a 4-year, \$250,000 educational investment
- Promoted to Head Captain in August of 2023 to effectively lead a team of 6 University Ambassador Captains and ensure an excellent campus visit experience through training and mentorship

Marketing Intern, Brands

Raleigh, NC (Remote)

Wasserman

September 2023-December 2023

- Conducted over 25 PR screens for various athletes and non-profit organizations
- Researched 3 direct competitors of client to provide insight into their sports activations for end-of-year presentation
- Assisted in evaluations of client assets through valuations utilizing Excel

Marketing Intern

High Point, NC

High Point University Athletics

January 2023-April 2023

- Labeled and categorized over 1,000 pieces of content for internal office use
- Edited various media day, game day, and promotional video clips that were posted on all HPU Athletics' social media platforms (garnered over 8,000 impressions and 500 likes)

Marketing Intern

New York, NY (Remote)

Slate Teams

May 2022-August 2022

- Captured and cataloged over 550 pieces of social media content (Instagram, Twitter, TikTok) from customers in Canto, ranging from MLB, NFL, MLS, NHL, PLL, and non-sports brands
- Initiated the development of over 75 unique SEO descriptions for WordPress pages on company website
- Worked cross-functionally with various departments to create 770 pieces of custom content in Figma to present to customers on World Social Media Day

Marketing Coordinator Intern

Rochester, NY

D2 Media Team LLC

May 2021-August 2021

- Created engaging and effective graphics using Canva that were sent in monthly newsletters to 17,000 subscribers
- Launched "Marketing Tip Thursdays" (weekly Hootsuite scheduled posts on Facebook, LinkedIn, and Instagram pages providing tips for those in the marketing industry)

Ensemble Skater

Palmetto, FL

Feld Entertainment

September 2019-March 2020

- Skated with the cast of Disney on Ice in 12 shows per week, performing in 11 group numbers and 3 different understudy roles in NHL, NBA, and NCAA arenas for audiences ranging from 10,000 to 30,000
- Trained by employees at The Walt Disney Company to professionally attract audiences to the show through various PR engagements (television interviews, meet and greets, and social media interviews)

CAMPUS ACTIVITIES

Website & Newsletter Chair | Alpha Chi Omega - Kappa Omicron Chapter

November 2021-November 2023

VP Marketing | Alpha Kappa Psi - Chi Rho Chapter

November 2021-November 2022