

# MEGHAN SWARTZ

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116 Rydal Lane | Pittsburgh, PA 15237 | 412-527-8953 | mswartz1277@gmail.com | meghanswartz.journoportfolio.com

## PROFESSIONAL EXPERIENCE

**Pittsburgh Ballet Theatre | Jan. 2012 – Present | Pittsburgh, PA**

***Associate Director of Communications (Dec. 2014 – Present)***

- Coordinate media relations and serve as chief copy writer for Pittsburgh Ballet Theatre (PBT) and PBT School
- Lead messaging for all marketing collateral, website content, advertisements and direct mail campaigns
- Generate media coverage in local and national outlets, including The Huffington Post, Dance, Pointe and Dance Teacher magazines
- Advise the artistic and executive directors on media relations and communications strategies
- Design and write email marketing campaigns, including monthly e-newsletter editorial
- Manage PBT's five social media channels with a combined following of over 48,500; increased Facebook followers by 204 percent
- Author and coordinate development publications, including the annual report and the five-year vision statement for the company's \$20 million capital campaign

***Marketing Coordinator (Jan. 2012 – Dec. 2014)***

- Managed public relations and editorial for PBT and PBT School
- Launched, wrote and designed a monthly e-newsletter that drives approximately 550 [www.pbt.org](http://www.pbt.org) site visits per month
- Coordinated "The Nutcracker Holiday Party," PBT's largest annual community event, doubling attendance to 800 guests in two years

**Township of Moon | Communications Director | Feb. 2010 – Jan. 2012 | Moon Township, PA**

- Coordinated media relations and communications for the 24,000-resident suburb of Pittsburgh and its television station, MCA-TV
- Proposed and produced a print newsletter – mailed quarterly to more than 12,000 residences and businesses – to increase community engagement, including a 25 percent survey response rate for the township's long-range Comprehensive Plan
- Produced and hosted a monthly government television news program and served as on-air host for all township programming

**American Red Cross Southwestern Pennsylvania Chapter | Marketing Intern | June 2009 – Feb. 2010 | Pittsburgh, PA**

- Wrote press releases, volunteer profiles and testimonials, and served as spokesperson during special events and local relief efforts
- Spearheaded the Chapter's social media strategy, established its Twitter account and managed all social media profiles
- Reconfigured the media monitoring database with more accurate valuations and descriptions of media placements
- Collaborated with senior management team to coordinate the first-annual Heroes Breakfast and assist with annual Giving Campaign

**Trib Total Media | Freelance Reporter | Sept. 2009 – Feb. 2010 | Pittsburgh, PA**

- Pitched story ideas and wrote features for two regional publications: "Southpointe Connections Magazine" and "The Cranberry Journal"
- Photographed local events and residents to accompany feature stories

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## EDUCATION

**Ohio University | E.W. Scripps School of Journalism | Athens, Ohio**

- June 2009, Magna Cum Laude; Bachelor of Science in Journalism, news writing and editing concentration; Spanish minor
- Pamplona Spain Study Abroad Program (Winter 2007) and Mérida Mexico Study Abroad Program (Winter 2008)
- Worked as a staff and senior writer for the award-winning campus newspaper "The Post" (Sept. 2005-June 2009), interned at the McKnight Journal in Pittsburgh and as a staff writer for the official newspaper of the Chautauqua Institution in Chautauqua, New York

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## SKILLS

- Adobe InDesign and Photoshop, Microsoft Office, social media strategies, Associated Press style, basic video recording and editing
- Website content management systems and email marketing platforms

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## VOLUNTEER

- Visited weekly with a child with autism through The Watson Institute's CareBreak family respite program (2011-2015)
- Instruct periodic résumé-building and conversation classes for adult English-as-a-Second-Language learners for the Greater Pittsburgh Literacy Council (2014-present)
- Write press releases and advise on media relations for Split Stage Productions, a community theater company in Westmoreland County