

# MEGHAN CRUM

PUBLIC RELATIONS  
STUDENT

I am a tenacious storyteller with a positive attitude and a tireless attention to detail.

## CONTACT INFORMATION

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## SKILLS AND ABILITIES

- Excellent writing skills
- Editing copy
- Brandwatch/Data Analytics
- Qualtrics/Data Visualization
- Microsoft Office Programs

## AWARDS & ACHIEVEMENTS

- Hootsuite Social Marketing Certificate
- PR Council's Agency-Ready Certificate
- Hootsuite Platform Certificate
- Google Analytics for Beginners Certificate
- Muck Rack Fundamentals of Social Media Certificate
- Hubspot Social Media Marketing Certificate
- Awarded Second Place in News Story by South Carolina Press Association
- Public Relations Student Society of America, Member and Programming Committee, April 2018-Present

## EXPERIENCE

### Corporate Communications Intern

#### Cipla Limited (March 2021-Present)

- Assist in planning and generating internal communications content.
- Edit copy for internal communications about COVID-19 employee vaccinations.
- Write monthly letters to employees from the CEO's desk.

### Public Relations and Account Management Intern

#### Chernoff Newman (January 2020-April 2020)

- Wrote social media content and assisted in the development of PR plans for clients.
- Collaborated with media, public relations and account management teams to ensure consistent brand strategy for clients.

### News Editor and Journalist

#### Student Newspaper The Daily Gamecock (September 2017-December 2019)

- Led a news team of 20 students for daily online publications and weekly print issues.
- Generated content on social media to promote stories.
- Assigned, wrote and edited stories about on-campus news.
- Wrote more than 50 articles with more than 43,000 clicks/reads.

### Corporate Communications Coordinator

#### Dr. Reddy's Laboratories, Inc. (May 2018-July 2018)

- Created a single voice for Dr. Reddy's Laboratories, ensuring message and program alignment with corporate brand positioning in support of all business units.
- Assisted with internal communications strategies to drive employee engagement.
- Generated content for external relations and media relations.

## EDUCATION

### University of South Carolina, Honors College

#### B.A. Journalism and Mass Communications

Major: Public Relations (GPA: 3.85), Spanish Minor  
Graduation: May 2021