

Megan Sawka

724-317-1248 • meganjsawka@gmail.com • Greater Harrisburg Region, open to relocation

PROFESSIONAL EXPERIENCE

Content Marketing Intern, December 2024 – December 2025

Volvo Construction Equipment, *Shippensburg, PA*

- Plan, create, and publish engaging social media content across corporate platforms to align with brand strategy and audience engagement goals
- Conduct SEO research to optimize content visibility and track performance metrics to inform data-driven improvements
- Coordinate and assist in behind-the-scenes video shoots at the Shippensburg facility to support marketing and recruitment initiatives
- Perform social listening to gather audience insights, monitor brand perception, and implement tools to enhance reporting and engagement analysis

Marketing and Social Media Intern, January 2024 – August 2024

Gettysburg History, *formerly Adams County Historical Society, Gettysburg, PA*

- Film and edit multiple video series on the ACHS YouTube channel, garnering anywhere from 3,000 to 11,000 views
- Create engaging, creative video content for TikTok and Instagram using materials from the ACHS archives

Digital/Press Intern, January 2024 – January 2026

Pennsylvania Department of Agriculture, *Harrisburg, PA*

- Document events with photos and captions at the 2024, 2025 and 2026 PA Farm Show
- Create content covering and promoting events for the PA Farm Show, PA Preferred and PA Dept. of Agriculture social media accounts

Student Assistant, August 2023 - Present

Shippensburg University Honors Office, *Shippensburg, PA*

- Manage social media pages and create content
- Work to answer questions of current and potential students at the Wood Honors College

ORGANIZATIONAL INVOLVEMENT

Managing Editor, The Slate, May 2025 – Present

- Oversee editorial operations, collaborate with writers and editors, and maintain high-quality, consistent content across The Slate
- Guide layout design, manage deadlines, and foster a welcoming, collaborative newsroom environment

BDEI (Belonging, Diversity, Equity, Inclusion) and Recruitment, PRSSA, May 2024 – Present

- Lead efforts to create a welcoming environment for all members through research, programming, and inclusive recruitment strategies
- Coordinate networking and bonding activities to strengthen member engagement and retention
- Support client projects, including campaign work for the SU Asian American Pacific Islander Organization and Shippensburg Produce and Outreach

Co-Chair, Wood Honors College Media Committee, August 2023 – Present

- Coordinate a semesterly newsletter featuring Honors students and news
- Create content for and manage the Honors social media pages, with a reach of over 500 accounts on average

Honors Ambassador, Wood Honors College, September 2023 – Present

- Reach out to current high school seniors and provide them with information about the Wood Honors College
- Attend Open House events and answer questions of prospective students

EDUCATION

Bachelor of Science in Communication, Journalism & Media, May 2026

- Cumulative GPA: 3.9
- Major: *Communication, Journalism & Media*
- Concentration: *Public Relations*
- Minor: *Marketing*
- Wood Honors College
- Shippensburg University, *Shippensburg, PA*
- Accredited by ACEJMC

SKILLS

- Adobe Creative Suite
- Content creation
- Video production and editing
- Canva
- Search Engine Optimization (SEO)
- Photography
- AP style and writing