

# MEGAN SAWKA

## DIGITAL MARKETING STORYTELLER

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### CONTACT

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📞 724-317-1248

✉️ megansawka@gmail.com

📍 Pittsburgh, PA

🌐 www.megansawka.com

### EDUCATION

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#### Shippensburg University

- Bachelor of Science in Communication, Journalism and Media
  - Accredited by ACEJMC
  - Public Relations emphasis
- Minor in Marketing
- Cumulative GPA: 3.9

### SKILLS

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- Adobe Creative Suite
- Content Creation
- Video Production
- Photography
- Search Engine Optimization (SEO)
- Canva
- AP Style
- Sprout Social
- Social Listening

### WORK EXPERIENCE

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#### Volvo Construction Equipment

DEC. 2024 - DEC. 2025

##### Content Marketing Intern

- Developed and executed strategic social media content across corporate platforms, driving brand consistency and audience engagement
- Leveraged SEO research and performance analytics to optimize content visibility and guide data-driven marketing decisions
- Lead behind-the-scenes video production at the Shippensburg facility, supporting both marketing campaigns and recruitment initiatives
- Monitored brand sentiment and audience behavior through social listening, translating insights into actionable improvements in reporting and engagement strategy

#### Pennsylvania Department of Agriculture

JAN. 2024 - JAN. 2026

##### Digital/Press Intern

- Captured and documented the PA Farm Show across three consecutive years, producing photo and caption content that brought the event to life for online audiences
- Developed and published event coverage across PA Farm Show, PA Preferred, and PA Department of Agriculture social media channels, driving awareness and audience engagement

#### Gettysburg History

JAN. 2024 - AUG. 2024

##### Marketing and Social Media Intern

- Filmed and edited multiple video series for YouTube, building a consistent and engaging content library
- Produced creative short-form video content for TikTok and Instagram, repurposing archival ACHS materials to engage modern audiences

### ORGANIZATIONAL EXPERIENCE

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#### The Slate

MAY 2025 - MAY 2026

##### Managing Editor

- Lead editorial operations for The Slate, overseeing layout design, managing deadlines, and collaborating with writers and editors to maintain a high standard of content within the newsroom

#### Wood Honors College

FEB. 2023 - MAY 2026

##### Media Committee Co-Chair

- Develop and execute social media strategy and content over three years, consistently reaching an average monthly audience of 10K
- Produce a semesterly newsletter spotlighting Honors accomplishments, initiatives, and updates for an audience of students, faculty, and alumni