

Halvorsen Megan

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Profile Summary

A motivated and detail-oriented individual with hands-on experience in project coordination, media relations and strategic communication. Known for strong organizational and leadership abilities, I bring a track record of successfully managing projects and teams and leading them to success.

Key Highlights

- Completed a mock media scrum with my performance on the assignment used as a class example of effective media techniques.
- Took the initiative on group projects and assignments to ensure that the team maintained the set timeline, and each team member understood their roles and felt supported
- Proficient in Canva, Adobe Creative Cloud, and Photoshop for creative content development; used social media scheduling tools like Metricool to coordinate digital campaigns for a not-for-profit organization.
- Assisted in preparing media releases for The Ranchmen's Club Calgary and Contemporary Calgary to support media outreach efforts.
- Developed and implemented training and events for customers and staff, increasing customer satisfaction by 11%.
- Identified training needs for staff and coordinated additional sessions with industry professionals to boost skills and job satisfaction.

Education

Bachelor of Communication- Public Relations

Mount Royal University

Minor: Marketing

President's Honour Roll: Fall 2023 and Winter 2024

2021- 2026 (Expected)

Calgary, AB

Work and Volunteer Experience

Customer Service Representative

2018 - Present

YMCA Calgary

Calgary, AB

- Delivered exceptional customer service by clearly presenting membership, donation and day pass options, focusing on a "customer-first" approach to elevate customer experiences.
- Fostered trust and maintained consistent brand messaging to enhance customer engagement and loyalty.

Day Camp Coordinator

May 2024 - August 2024

YMCA Calgary

Calgary, AB

- Managed a team of 20 employees, including training, performance management and development, ensuring high job satisfaction through effective leadership and communication.
- Delivered training to over 200 staff on essential workplace skills, supporting team growth and maintaining a collaborative, growth-oriented mindset.

Social Media Content Creator

Nov 2023 - March 2024

Open Market

Calgary, AB

- Followed brand guidelines to develop engaging social media content that increased customer engagement and promoted Open Market's brand.
- Coordinated content to align with digital marketing and customer engagement goals and utilized Canva to enhance campaign appeal.