




MEGHAN FAY


MARKETING AND NEW MEDIA

CONTACT

 860-856-3008

 meghanfay56@gmail.com

 www.meghanfay.net/portfolio1

 Southington, CT
Orono, ME

SKILLS

Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, Premiere Pro, Express)
Certified in Microsoft Excel
WordPress
Github
Canva
Google Workspace
Basic Python
HTML & CSS

EDUCATION

BSBA Marketing

The University of Maine

2022 - Present

Pursuing a Marketing Major at UMaine with a focus on consumers, market research, and digital brand development.

B.A. New Media Major

The University of Maine

2022 - Present

Pursuing a New Media Major at UMaine, with a focus on coding, production of digital media, web design, and developing user interface technologies.

LEADERSHIP POSITIONS

Chi Omega Sisterhood and Personnel
Director - 2023-2024

Chi Omega Executive Board,
Recruitment Chair - 2024-2025

PROFILE

I'm a Marketing and New Media double major at the University of Maine, passionate about all things digital and creative. My education so far has given me a solid grasp of marketing strategies and new media tools, which helps me connect with customers while expressing creativity. I've gained hands-on experience through my sales internship, where I learned marketing strategies and created content for social media. Working as a retail associate taught me the ropes of customer service, and how to perform in a hands on environment. I love to work on personal creative projects on the side, from graphic design, to social media content, and more. My portfolio website that I designed encapsulates some of the work that I have produced in the past few years!

WORK EXPERIENCE

Sales and Marketing Intern

Greek House

Summer 2024

- Assisted in creating marketing strategies to increase brand awareness and sales.
- Studied the Greek House market to find opportunities for company growth.
- Created content for their social media accounts and websites, and constructed media aimed towards attracting new customers.
- Collaborated with a sales team at my school to find leads and convert them into customers.
- Identified areas for improvement in the company and my own personal attributes.
- Participated in online team meetings weekly to learn about new marketing tactics and how to implement them into my own work.
- Boosted engagement with customers by using promotions and sales.
- Provided excellent customer service, and addressed all of my leads and customers consistently and promptly.

Associate

Bath and Body Works

2023-Present

- Made customer service a priority, and assisted customers with their selections and any needs.
- Assisted in maintaining a clean work environment, and focused on a safe and comfortable place to shop.
- Processed transactions both online and in-store, making sure to help with any sales or deals.
- Restocked shelves and ensured product displays were organized and up-to-date.
- Provided inventory management, and worked on weekly shipments and stock counts.
- Promoted customers to become members, and inform them about long-term benefits.
- Handled customer complaints and returns professionally, to ensure customer satisfaction.
- Collaborated with other associates to achieve daily sales targets and store goals.