

MEGAN PATRICK

COACHING 101 SUPPORT STAFF | patric90@msu.edu



EDUCATION

M.A. EDUCATIONAL TECHNOLOGY
MICHIGAN STATE UNIVERSITY
EAST LANSING, MI | (EXPECTED) AUGUST 2016

B.A. COMMUNICATIONS
LAKE FOREST COLLEGE
LAKE FOREST, IL | MAY 2010



EXPERIENCE

COACHING 101 SUPPORT STAFF

MICHIGAN STATE UNIVERSITY COLLEGE OF EDUCATION | SEPTEMBER 2011 - CURRENT

- Use Adobe Photoshop, Illustrator and InDesign to create conference materials, logos, website layouts, online modules, digital handbooks and Microsoft PowerPoint designs. All materials are designed using Michigan State University's branding standards.
- Work with a communications team to focus on brand development and content editing.
- Design, maintain and create content for websites associated with Coaching 101 using Joomla!, a content management system (CMS).
- Responsible for coordinating all print and digital products to be ADA compliant.
- Coordinate and manage internal and external events, including online event promotions, reminders, event updates and onsite support using social media.

SOCIAL MEDIA MANAGER

MUSKEGON LUMBERJACKS; UNITED STATES HOCKEY LEAGUE | AUGUST 2011 - APRIL 2012

- Created, maintained and tracked the progress of the Facebook Fan Page and Twitter of the Muskegon Lumberjacks and designed accompanying marketing graphics using Adobe Photoshop.
- Designed and implemented social media projects including the Jacks Facebook "Feature Player of the Week," Jacks Twitter Trivia and player interviews to engage their online fan base.
- Provided "live blogging" on Twitter for all home and away games in order to maintain rapport with fan base.

COMMUNICATIONS ASSISTANT

MICHIGAN STATE UNIVERSITY COLLEGE OF EDUCATION | NOVEMBER 2010 - SEPTEMBER 2011

- Designed and created email templates in MailChimp for external office events.
- Managed and updated Coaching 101 databases to track the progress of participants through program completion.
- Developed economic and demographic profiles for Van Buren and Allegan Intermediate School Districts.

AUTOMOTIVE MARKETING CONSULTANT

CHICAGO SUN TIMES | JANUARY - MARCH 2011

- Responsible for updating the Chicago Sun Times Autos and the Chicago Auto Show websites.
- Uploaded new web content using the Sun Times' CMS, including stories and over 40 photo galleries to the website.



SKILLS & PROGRAMS

Adobe Photoshop CC Adobe InDesign CC
Adobe Illustrator CC Joomla!
Sony Vegas Social Media
MailChimp Microsoft Office
ADA Standards



CONTACT INFORMATION

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