

MEGHAN MICHELLE GALLAGHER

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EDUCATION:

Scripps College, Claremont CA

Bachelor of Arts in Media Studies and Art History

Magna Cum Laude, Phi Beta Kappa

May 2015

GPA: 3.85

Senior Thesis in Critical Media Theory: “*Ways of Seeing* in the Age of Self-Promotion and Social Media”

Senior Thesis in Art History: “Claiming Images: The Preservation of Desire in Richard Prince’s Re-Photography”

EMPLOYMENT:

Digital Content Strategist, New York, NY

November 2015-Present

Lazard, Global Digital Group (Consultant)

- Provided strategic guidance and project management for multiple new product launches and redesigns
- Curated, edited and published content for the firm’s global websites and employee-facing platforms
- Contributed to the ongoing development of Lazard’s digital brand and led content migration efforts in collaboration with corporate communications, human resources, recruitment, and marketing teams

Digital Media and Communications Assistant, Claremont CA

January 2015-May 2015

Scripps College Office of Institutional Advancement

- Managed website content, updated social media accounts and developed a cohesive digital marketing strategy for the largest fundraising initiative in Scripps’ history
- Implemented social and digital messaging for The Campaign for Scripps College to increase donor participation

Media Studies Department Research Assistant, Claremont CA

January 2015-May 2015

Pomona College, Professor Mark Andrejevic

- Conducted in-depth academic research and data analysis, organized research excursions, and assembled literature reviews on topics of internet privacy, digital surveillance, and data mining technology

Digital Strategy Intern, Seattle WA

June 2013-August 2013

Crown Social Agency

- Spearheaded a market research initiative and outreach campaign for a Youth Advisory Board
- Wrote and edited copy for multiple client projects, press releases, creative briefs, and proposals
- Aggregated social monitoring reports and community analysis

Phonathon Manager and Fundraiser, Claremont CA

January 2012-May 2015

Scripps College Annual Fund

- Managed 12-24 callers on a weekly basis and executed strategies for achieving quarterly fundraising goals
- Two-time student Co-Leader of Scripps College Alumnae Weekend

Administrative Assistant, Seattle WA

August 2012 & August 2013

National Institute for Trial Advocacy

- Point of contact for organization of a three-day deposition skills programs for 40+ practicing lawyers
- Provided technical setup and support for presentations

Marketing Assistant, Seattle WA

June 2010-August 2011

GM Nameplate (Part-Time)

- Redesigned and updated page layouts of over 1,000 sample sheets and new marketing portfolios for trade shows
- Recognized for speed and precision while responding to customer requests for production and product information

QUALIFICATIONS:

- Proficient in Adobe Creative Suite, Final Cut Pro, SharePoint, WordPress, and Microsoft Office
- Experience using web analytics and social listening tools: Crimson Hexagon, Signal, Meltwater, Gorkana, SimplyMeasured, and Google Analytics
- Active volunteer for non-profits I AM THAT GIRL and The Geena Davis Institute on Gender and Media, focusing on the advancement and empowerment of women in media