



mmortensen07@gmail.com

714-351-2247

linkedin.com/in/meghan-mortensen

www.meghanmortensen.com

## Education

**University of Oregon-** School of Journalism & Communication and Robert D. Clark Honors College

September 2018-March 2022

Graduated cum laude with a Bachelor of Arts degree in public relations with a minor in business administration

## Leadership Experience

### Vice President

Public Relations Student Society of America

June 2021-March 2022 | Eugene, OR

- Organized a virtual professional development tour in Portland and a virtual networking event with professionals across the West Coast
- Reinstated a peer mentor program for undergraduates interested in learning more about public relations

### Professional Development Director

Allen Hall Public Relations

June 2021-March 2022 | Eugene, OR

- Planned term meetings based on the firm's interest and desired learnings
- Networked with communications professionals to find guest speakers to share insights at meetings

## Skills

- **Design Programs:** Canva
- **Social Media:** Instagram, Facebook, Twitter, LinkedIn, YouTube, Hootsuite and FalconIO
- **Writing Style:** AP Style
- **Comms Tools:** WordPress, Fohr, TV Eyes, HARO and Cision

## Communications Experience

### Public Relations Intern

Disneyland Resort

January 2023-Present | Anaheim, CA

- Worked with internal partners to create complete and accurate press materials, including blog posts, press releases, pitches and a fact sheet
- Developed communication strategies to share information about new resort offerings alongside different teams in communications and public affairs
- Staffed media events to ensure spokespeople delivered key messages and invited media had the opportunity to gather all content needed for robust coverage

### Post-Graduate Intern; Public Relations Assistant

J Public Relations

May 2022-January 2023 | San Diego, CA

- Pitched newsworthy story angles to relevant writers and journalists, securing approximately 15 media placements in publications including Good Housekeeping, Best Life and San Diego Union-Tribune
- Coordinated and supported influencer and media stays for hotels, resorts, restaurants and spas
- Reported coverage in standalone spotlights as it was received, as well as in weekly and monthly reports

### Project Manager of Creative Services

Student Government Engagement and Success

October 2019-March 2022 | Eugene, OR

- Established and managed Instagram and YouTube accounts
- Planned social media content on a monthly basis based on student government priorities and calendar events
- Designed web and print graphics for student organizations

### Communications Intern

University of Oregon College of Education

February 2019-March 2021 | Eugene, OR

- Created posts for Instagram, Twitter, Facebook and LinkedIn
- Interviewed faculty and staff for social media posts and long-form written stories
- Wrote 15 articles for an online news outlet highlighting COE research and services

### Food and Beverage Cast Member

Disneyland Resort

June 2018-April 2022 | Anaheim, CA

- Collaborated with cast members to create memorable experiences for guests
- Acquired knowledge on operations of multiple locations, sometimes without formal training