

Megan Pieczonka.

Work Experience

Marketing Executive Intrigue Experiences LLC
Jan 2024-Present

- Ideate, design, and write copy for weekly social media posts
- Craft engaging emails to send to subscribers
- Create sale sheets for products and offerings using Adobe InDesign
- Maintain website on Squarespace with relevant details and events

Costume Designer Le Moyne College
Godspell Sept 2021-Apr 2022

- Designed, sourced, and purchased costumes for a ten person cast while staying within a \$2,000 budget
- Met numerous deadlines and presented updates at weekly meetings
- Managed a four person costume crew and oversaw the cast's handling of costume pieces

Political Intern Senator Schumer's Syracuse Office
Jun-Jul 2021

- Assisted in constituent communications by responding to voicemails and emails daily
- Contributed to community outreach by overseeing three local press conferences
- Drafted various letters to constituents on behalf of Senator Schumer

Sales Associate Old Navy
Jun-Aug 2019

- Aided customers and maintained the sales floor daily
- Processed sales and returns on the cash register daily

Volunteer Experience

Kitchen Volunteer Meals on Wheels of Eastern Onondaga County
May 2024-Present

- Pack cold meals every Wednesday to be delivered to local seniors

Service Trip Volunteer Le Moyne College
New Mexico Service Trip Mar 2020

- Volunteered for five days in a soup kitchen, on a farm, and at a local church

Pre-Orientation Program Leader Le Moyne College
Explore Program Aug 2019

- Led activities and discussions to introduce freshmen to campus and the Syracuse area during the week-long pre-orientation program
- Used interpersonal skills to foster connections between incoming students and facilitate their personal growth

Contact

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Syracuse, NY

[Portfolio](#)
[LinkedIn](#)

Education & Honors

S.I. Newhouse School of Public Communications
Syracuse University Jun 2023 GPA 3.9

- MA: Advertising

Le Moyne College
Syracuse, New York May 2022 GPA 3.9

- BA: Theatre & Communications, Film minor
- Summa cum laude
- Alpha Lambda Delta and Alpha Sigma Nu member

Relevant Coursework

Integrated Advertising Campaign Newhouse
Summer 2023

- Researched and developed target audiences and personas using GWI and MRI-Simmons
- Managed a creative team to develop advertising campaigns for two real clients

Creative Brain Newhouse
Spring 2023

- Refined creative writing skills by conceptualizing, writing, and editing various types of advertising copy

Skills

- GWI
- MRI-Simmons
- Google Drive
- Microsoft Office
- Social Media
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe XD

