

Megan Coogan

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[LinkedIn](#) • [Portfolio](#)

HIGHLIGHTS OF QUALIFICATIONS

- **Marketing & Social Media:** TikTok, Instagram, YouTube, Social Media Strategy
- **Software:** Microsoft Word, PowerPoint, Adobe Express, Premiere Pro, Photoshop, Canva
- **Analytics & Tools:** HubSpot CRM, Qualtrics, SRDS
- **Certifications:** SRDS Academy Certified, Hootsuite Social Media Marketing Certified, LinkedIn Learning (Building an Audience on Instagram, Algorithms for Creators, Strategy & Optimization)

EDUCATION

Johnson & Wales University, Providence, RI 08/2022-05/2026

Bachelor of Arts (BA) in Media and Communication

Minor: Advertising

- SHARP Program Participant: Special Honors and Rewards Program
- GPA: 4.0 | Summe Com Laude | JWU Honors Scholar Program | Dean's List

EXPERIENCE

Launch Pad Entrepreneur Center, Providence, RI 01/2026-04/2026

Operations Coordinator

- Track student progress and engagement across Launch Pad entrepreneurship programs
- Map data from student Qualtrics surveys into the HubSpot CRM system to track participant engagement

JFKIAT, Jamaica, NY 05/2025-08/2025

Operations Intern

- Managed passenger queues in the Customs and Border Patrol and TSA Security Checkpoint
- Served as liaison between airline customers and government agencies
- Responded to incidents and prepared medical and incident reports

Skechers, Garden City, NY 05/2024-08/2024

Retail Associate

05/2023-08/2023

- Assisted customers with product selection and sizing while operating POS systems and maintaining sales floor organization

Rhode Island International Film Festival, Providence, RI 10/2023

Student Curator

- Assisted in the selection of short films for the Vortex Sci-Fi, Fantasy & Horror Film Festival
- Worked with a small team to thematically structure the viewing experience

Client-Based Consulting Projects (Coursework) – Johnson & Wales University 08/2022-05/2026

- Developed press releases, social media content, budgets, and advertising campaigns for **Ann Lydia Interior Design**
- Created a **regional media plan and spot TV strategy for Honda**
- Conducted social media analysis and developed content strategy for **Friskie Fries**
- Designed a full **social media marketing campaign** including target personas, budget, storyboard, and content calendar for **The Vault Collective**

PCORI, Lake Success, NY 10/2015-10/2022

Family Advisory Committee Member

- Advised on the largest pediatric study in the United States run by the University of Cincinnati
- Collaborated on the design of lifestyle intervention booklets, informational videos, and the MOBILITY website
- Provided feedback to increase participation in the study

LEADERSHIP & ACCOMPLISHMENTS

- **Delta Zeta, JWU**, Vice President of Programs 03/2024-05/2026
- **Order of Omega, Honor Society**, Member 11/2024-05/2026
- **Rugby Athlete, JWU**, President, Vice President, Treasurer 12/2022-12/2024
- **Boy Scouts of America**, Eagle Scout 09/2019-12/2022