

Megan Davis - Director of Communications

📍 New Orleans, United States 📠 504-265-3989 ✉ megkarl08@gmail.com 🌐 meganlea.net

Profile

Innovative, creative, and adaptable professional. Excellent skills in writing, editing, organizing, and strategic planning. Strong ease in communicating to others and in helping others buy in to a larger mission.

Communications & Marketing Experience

Director of Communications Young Audiences Charter Schools

📅 07/2022 - present 📍 NEW ORLEANS, UNITED STATES

- Implement marketing campaigns, including web page design, print collateral, and social media content, as well as conceptualizing and overseeing video productions.
- Develop and disseminate PR materials that increase visibility among community stakeholders and organizations.
- Bring a strong voice to the Administrative Leadership Team to ensure that program decisions are integrated with the school's communication strategy.
- Work closely with Faculty and Administrators to know what's happening around the school and maintain a strategic presence for Presidio Knolls on all social media channels.
- Identify target student recruitment audiences and create and implement tailored family engagement strategies.
- Develop communications for school staff, family community, and potential students on academic programming,

Cluster Marketing Manager Hilton - New Orleans & Atlanta

📅 05/2022 - 07/2022

- Assisted in the development, management, execution and measurement of all aspects of the marketing/branding strategies for five hotels in New Orleans and Atlanta, including The Roosevelt and Hilton Riverside Hotel.
- Acted as a liaison between outside agencies and contracted vendors/service providers including public relations executives, media members, social media influencers, and others.
- Created paid digital and print marketing campaigns that yielded 100% higher reach than previous calendar year.
- Produced and led tactical marketing events for the hotel properties, including Yoga on the Rooftop, Drag Me to the Roosevelt (and LGBTQ History Tour), and Drag Me to the Roosevelt: a Drag Brunch (scheduled for Fall '22).

Marketing Manager Hilton - The Roosevelt Hotel

📅 12/2021 - 05/2022 📍 NEW ORLEANS, UNITED STATES

- Proposed and implemented hotel-specific marketing strategies that included maintaining and marketing websites, employing corporate brand marketing, and creating events.
- Leveraged social media for brand exposure and extended social media reach on Facebook 61% and 110% on Instagram in one quarter.
- Created graphic design projects for on-property reader boards and other signage and collateral.
- Wrote and edited copy for newsletters, websites, and various needs.
- Coordinated with public relations team to vet and bring in members of the press, social media influencers, and bloggers to publish assets in local, regional, and national media.

Communications &
Marketing
Experience

**Communications Manager
Committee for a Better New Orleans**

📅 06/2021 – 12/2021 📍 NEW ORLEANS, UNITED STATES

- Brought social media reach up 125% on Facebook, 500% on Instagram, with an overall following increase of 59%.
- Worked closely with Executive Director and Communications Committee, develop 12-month communications strategy that includes social media, email blasts and earned media
- Drafted, designed, and scheduled social media campaigns and monthly newsletters.
- Tracked public meetings by the City of New Orleans and published highlights of upcoming meetings and events based on information published by the City Council, Council Committees, Mayor's Office and related departments.

**Owner/Writer/Photographer
Megan Lea Creative**

📅 06/2013 – present 📍 NEW ORLEANS, UNITED STATES

- Design of graphic content.
- Manage social network and web page.
- Adjust apertures, shutter speeds, and camera focus based on a combination of factors such as lighting, field depth, subject motion, film type, and film speed.
- Collaborating with editors to develop stories for publication

**Communications Coordinator
International Service Corps**

📅 01/2009 – 03/2010 📍 TALLINN, ESTONIA

- Developed and maintained relationships with current and potential supporters.
- Responsible for maintaining all social media outlets.
- Provided event planning and organizing.
- Promoted transparency and access to information via email, social media, and regular contact with supporters.
- Followed up with others on tasks discussed in meetings until they were executed.

Education
Experience

**English Teacher
Patrick Taylor Science and Technology Academy**

📅 08/2020 – present 📍 WESTWEGO, UNITED STATES

- Achieved scores on the TAP teacher evaluation rubric of 5 (Significantly Above Expectations) for class expectations and class culture, with an aggregate score of 4 (above expectations).
- Foster a healthy and productive rapport with students through a stress-free learning environment.
- Write and produce new materials, including audio and visual resources.
- Design and educational programming to provide students with learning experiences that promote their cognitive and social development.

**International Program Teacher
St. Martin's Episcopal School**

📅 08/2016 – 07/2020 📍 METAIRIE, UNITED STATES

- Provided strategic program direction, vision, and advocacy for the International Program in bi-weekly meetings with the Head of School and Program Director.
- Wrote the scope and sequence of the program curricula, as well as gave input on policy development.
- Created on-site programming with local partners in the New Orleans community.
- Produced school-wide community events to encourage cultural integration.

**ESL Coordinator and Instructor
McDonogh 26 Elementary School**

📅 08/2015 – 07/2016 📍 GRETNA, UNITED STATES

Education

Experience

- Provided training and talent development for faculty integrating English language learners within their classrooms.
- Coordinated schedules and utilized time management to deliver instructional hours for English language learners.
- Wrote and produced new materials, including audio and visual resources for school news outlets.

Publications and Journalism Teacher Ridgewood Preparatory School

📅 08/2013 – 05/2015 📍 METAIRIE, UNITED STATES

- Assisted students in the management of multiple assignments, while meeting tight deadlines in a fast-paced environment with attention to detail.
- Produced four issues of the school newspaper and the yearbook
- Provided hands-on experiential learning for American history students

Education

Public Administration | Coursework Tulane University

📅 01/2021 – 08/2021 📍 NEW ORLEANS, UNITED STATES

Teaching | Master of Arts Northwestern State University

📅 08/2010 – 05/2012 📍 NATCHITOCHE, UNITED STATES

Skills

📌 TECHNICAL SKILLS

MS Office Suite	Google Suite	Adobe
Basic Web Building & Maintenance	Digital Photography & Photo editing	Social Media Management & Branding

📌 COMMUNICATIONS

Writing	Editing	Leadership
Management	Relationship development	Coaching
Strategic Planning	Training	Public Speaking

Publications

"Chips and Cracks" Edison Literary Review

📅 10/2020

Issue #19

"The Last Sober Reveler" Beyond Words

📅 05/2020

Photo submission.

"Of Mockingbird Towns and Maurie Povitch" For Women Who Roar

📅 11/2020

<https://www.forwomenwhoroar.com/nonfiction/2020/11/9/of-mockingbird-towns-amp-maurie-povitch>

Publications

"Gravel and Lint" Backchannels

📅 07/2020

<https://backchannelsjournal.net/edition-no-5-2020/skrill-and-karl-combo-page-5/>

"42,844" Lunch Ticket

📅 06/2020

<https://lunchticket.org/42844-2/>

"Denial is a Powerful Drug" Her Stry

📅 02/2020

<https://herstryblg.com/theme/2020/2/22/denial-is-a-powerful-drug>

Certificates & Trainings

Level 2 Professional Teaching Certificate Louisiana Department of Education

📅 10/2017

Professional Grant Training Workshop Grant Training Center

📅 09/2022

Emerging Leaders '22-'23 Cohort Greater New Orleans Foundation