

Megan F. Hill, M.S.
121 Presidents Drive Amherst, MA 01003

EDUCATION

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| M.S. in Communication, magna cum laude
<i>Purdue University</i> | 2018 |
| Master's Certificate in Strategic Communications Management
<i>Purdue University</i> | 2016-2017 |
| B.A. in English, cum laude
Concentration in Writing and Mass Communications, Minor in Education
<i>Assumption College</i> | 2014 |

UNIVERSITY TEACHING

Business Communication Lecturer, Business Communication Program <i>Isenberg School of Management, University of Massachusetts Amherst</i>	2022 - present
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- Teach upper-level business communication courses, such as SCH-MGMT 310 Management Communication, within the Isenberg School of Management to best prepare students for communication within the workforce
- Guide MKTG 499 Honors Marketing Students with Presentation and Proposal Writing edits for Newell Brands/ Yankee Candle Co. and Boston Scientific Corporation experiential learning projects
- Review, present and implement new textbook for SCH-MGMT 310 Management Communication faculty to teach through service on year-long Curriculum Committee
- Recipient of multiple student nominations for the Dean's Office, Isenberg Faculty of Notable Impact, May 2023

Professor of Practice in Marketing <i>Grenon School of Business, Assumption University Worcester, M.A.</i>	2018-2022
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Four years of experience as a full time faculty member responsible for teaching marketing and organizational communication (business communication) courses including syllabi creation, textbook evaluation, lesson planning, PowerPoint compiling, alumni/professional guest speaking coordinating and consistent grading. Advised 25+ undergraduate students. Courses taught included:

- *Management Communication*
- *Strategic Managerial Communication*
- *Portfolio Management*
- *Digital Marketing Strategies*
- *Public Relations*
- *Principles of Marketing*
- *Communication Theory*

UNIVERSITY SERVICE

SEND Ecuador Faculty Lead	December 2018
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- Led a group of college students on a Service Immersion Trip to Ecuador for a week during the Winter Break
- Engaged students in nightly reflections about the economic, political, environmental, health and educational challenges in this specific region of Ecuador
- Participated in simple living for a week with simple meals, limited running water and clean water, etc.
- Participated in nonprofit visits, visits to neighborhood homes conversing in Spanish with local residents

Honors Thesis Advisor

2020-2022

- Edit multiple drafts of a thesis for an upperclassman Organizational Communication major in the Honors program
- Conduct bi-weekly meetings year-round to check in with student
- Share best practices with research, sources and citations through mentorship

Founders Week Committee

2020-2022

- Served as Faculty Lead on committee, collaborated on the weeklong planning events and assisted as alumni keynote guest speaker during 2019 celebration

Keynote Guest Speaker at Agape Latte Student-Run Event

September 2019

- Founders Week Alumni Keynote Guest Speaker at Agape Latte event, "Laying Your Foundation at Assumption – How Assumption inspired my faith, friends and vocation"

Faculty Advisor

2019-2022

- Advised 25+ students in marketing and organizational communication majors on course selection
- Aided students on resumes, cover letters and general interview preparation advice through workshops, guest speakers and personal consultation

PRESENTATIONS/CONFERENCES/TRAINING

Hill, M. and Zucker, J. (Presenting Oct. 2023). *Slide by Slide, Side by Side: Varied Strategies in the Business Communication Classroom Offer Diverse Instruction for All Students*. Association for Business Communication 88th Annual International Conference. Denver, Colorado.

Hill, M. (Presenting Oct. 2023). *Another Piece of the Teaching Pie: Team Communication and Your University's Favorite Pizzeria*. Association for Business Communication 88th Annual International Conference. Denver, Colorado.

Association of Business Communication 87th Annual Conference in Tampa, Fla., Oct. 2022

Crisis Communication Training, Kekst Communications, New York, N.Y., Oct. 2015

Crisis Communication Simulation, Haig/Jackson Communications, West Palm Beach, Fla., Dec. 2015

American Marketing Association (AMA Miami Digital Conference, Oct. 2017)

World Waterpark Association Conference: Social Media Bootcamp Workshop, The ROI in Digital Marketing, Orlando, Fla.

HIGHER EDUCATION PUBLICATIONS AND REVIEWS**Prerevision Textbook Content Reviewer**

January 2021

Dainton, M. and Zelle, E. *Applying Communication Theory for Professional Life: A Practical Introduction*. 4th Edition. SAGE Publications.

New Textbook Proposal Reviewer

May 2020

Hanlon, A. and Tuton, T. (2022). *The SAGE Handbook of Digital (Volume I) & Social Media Marketing (Volume II)*. SAGE Publications.

New Textbook Content Reviewer

July 2020

Hanlon, A. and Tuton, T. (2022). *The SAGE Handbook of Digital (Volume I) & Social Media Marketing (Volume II)*. SAGE Publications.

Hill, M. (2021). *Laying your Foundation at Assumption: How Assumption shaped my vocation as educator and mother*. Assumption University Career Development and Internship Center | Online. Retrieved from <https://career.assumption.edu/blog/2021/01/29/hounds-with-purpose-megan-flanagan-hill-14-m-s-professor-of-practice-in-marketing/>

DiDomenico, M. et al., (2011). *Fresh Assumptions: Assumption College's Journal of Composition*. Volume 7. "Not in It to Win it" by Megan Flanagan. Worcester, MA. Print.

Flanagan, M. (2016). *Learning to Enjoy the Graduate School Experience*. Purdue University | Online. Retrieved from <http://online.purdue.edu/comm/masters-in-communication/resources/learning-to-enjoy-the-graduate-school-experience>

Flanagan, M. (2016). *Social Media's Effect on my Communications Career*. Purdue University | Online. Retrieved from <http://online.purdue.edu/comm/masters-in-communication/resources/social-media-effect-on-communications-career>

Flanagan, M. (2016). Why I Chose Purdue. Purdue University | Online. Retrieved from <http://online.purdue.edu/comm/masters-in-communication/resources/why-i-chose-purdue-megan-flanagan>

Flanagan, M. (2012). *4 College Purchases Worth the Splurge*. USA Today College. Retrieved from <http://college.usatoday.com/2012/10/11/4-college-purchases-worth-the-splurge/>

Flanagan, M. (2013). *Megan Flanagan: Worcester Business Journal*. Assumption College. Retrieved from <https://www.bethelightdev.org/blog/internships/megan-flanagan-worcester-business-journal-wbj>

PROFESSIONAL INDUSTRY EXPERIENCE

Martin County Board of County Commissioners, Parks and Recreation

Marketing Coordinator

June 2017 – May 2018

- Managed the social media marketing, newsletters, email blasts and print promotions of 70 different county-owned facilities including Sailfish Splash Waterpark, The Mansion at Tuckahoe, Martin County Golf Course, Sand Dune Café, Phipps Park Campground and Martin County Parks and Recreation programs/operations
- Led project management website transformation with the creation of 11 new parks websites
- Planned, coordinated, and evaluated program activities, including special events, contracts, advertisements, press releases and brochures
- Developed public relations strategy and coordinated public speaking engagements with external organizations
- Led sales on marketing team for activity guide, selling the most ad spaces to external constituencies

Carrier (formerly UTC Climate, Controls & Security), West Palm Beach, F.L.

Global Internal Communications Specialist

Sept. 2016 – May 2017

- Collaborated with global communications colleagues and compiled, edited and published all employee content on intranet
- Managed the writing, editing and publication of a weekly newsletter for employees across the globe
- Built webpages and designed graphics in Photoshop on a daily basis in SharePoint environment
- Assisted with the writing and deployment of executive speeches, leadership messages and employee briefings
- Facilitated the event management experience of Global Town Halls, executive speaker events and internal meetings
- Photographed employee and executive events with DSLR camera

Raytheon Technologies (formerly United Technologies Corporation)

Two-year, rigorous and accelerated Communications Leadership Program

2014 – 2016

- Led multiple global webinars for 70-200 entry-level post-graduate employees with regard to employee volunteering and fundraising opportunities across the corporation

Collins Aerospace (formerly UTC Aerospace Systems), Charlotte, N.C.

Social Media and Marketing/Trade Shows Associate

Feb. – Sept. 2016

- Worked in London for two weeks with the event management and on-site support for major air show, coordinated logistics for executive reception
- Staffed and led trade shows throughout the U.S, assisted with managing marketing collateral and updating databases
- Interviewed subject matter experts both domestically and internationally for internal and external promotion
- Created and managed all company social media content for 5 channels, including the proposal and launch of an Instagram channel, created aerospace and engineering content campaigns
- Supported President's Office with compiling/editing leadership presentations

Carrier (formerly UTC Climate, Controls & Security), West Palm Beach, F.L.

Internal and External Communications Associate

June 2015 – Feb. 2016

- Supported human resources with recruitment communications (social media & web strategy, print collateral)
- Wrote press releases, internal articles and pitch letters to industry publications
- Designed a SharePoint publishing site to educate relocating employees to the new global headquarters location
- Served as communications lead for an employee resource group, managed and published quarterly newsletter
- Participated in two crisis communication trainings and led a mock press conference with local peer companies

Raytheon Technologies (formerly United Technologies Corporation), Hartford, C.T.

Community Affairs Associate

Sept. 2014 – June 2015

- Supported Community Affairs global initiatives using a variety of communications mediums such as Volunteer Match, social media, conventional broadcast or print media, the Intranet and external website
- Executed UTC's largest Toys for Tots volunteer event at three locations in Hartford county, coordinated media outreach and internal/external communications
- Managed the organization and execution of major employee volunteer events such as the American Cancer Society Relay For Life, Special Olympics, FIRST robotics and United Way

Raytheon Technologies (formerly United Technologies Corporation), Hartford, C.T.

Executive and Employee Communications Contractor

June – Sept. 2014

Internal Communications and Community Affairs Intern

May – Aug. 2012

- Researched, wrote, edited, built and published internal articles available to 200,000 employees
- Worked in SharePoint and HTML daily to update internal and external websites

HONORS AND AWARDS

UTC Aerospace Systems Level III Award, HR social media Outstanding contribution to workforce diversity

Assumption College Fr. Emmanuel d'Alzon Crown and Shield Award Awarded to top two percent of students best representing service and leadership

TECHNICAL SKILLS

- LMS: Blackboard Learn, Brightspace/D2L, Canvas
- Microsoft Suite: Word, Excel, Outlook, Publisher, PowerPoint
- Adobe Suite: Photoshop, InDesign, Illustrator
- Web Design: SharePoint, WordPress, Wix, some HTML, Google Analytics
- Social Media: Facebook (Facebook Business, Facebook AdManager), Twitter, LinkedIn, SnapChat, YouTube, Instagram and Social Media Management: Sprinklr, Hootsuite, SocialChorus
- Internal Communications Management: Newsweaver
- Newsletter/Email Blast Marketing Platforms: Constant Contact, Mail Chimp
- Infographic/Design: Piktochart, Canva, Pexel