

Meghan T. Hurley

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EDUCATION

Wake Forest University, School of Business

Bachelor of Science in Business and Enterprise Management; Concentration: Social Impact Markets

Minor: Interdisciplinary Writing

Cumulative GPA: 3.814

Winston-Salem, NC

May 2019

Universitat Autònoma de Barcelona

Wake Forest University Barcelona: Business & Global Studies

Barcelona, Spain

September-December 2017

PROFESSIONAL EXPERIENCE

Newell Brands

Retail Channel Marketing Intern, Rubbermaid Division

Charlotte, NC

May- August 2018

- Collated competitive shopping data across five product categories to analyze white space in the \$295 million Rubbermaid retail division
- Developed a product strategy for a customer line review in order to breach the \$24 million mass channel and identified \$3 million gap
- Compared packaging strengths and weaknesses between Rubbermaid and direct competitor products to understand brand messaging
- Synthesized current advertising promotions across four key retail customers to analyze marketing strategies and drive incremental programs

Fidelity Charitable

Practice Management Intern

Cary, NC

May- August 2017

- Analyzed eight industry reports and conducted 25 voice of the advisor interviews to understand advisor learning preferences
- Evaluated capabilities and costs of five technology solutions to meet advisor needs and allow for Practice Management program to scale online
- Established a repeatable, strategic process around capturing money from merger & acquisition deals in the market
- Developed Community Giving Account pilot to solve for marketing Fidelity Charitable to millennials

Data Intern

May-August 2016

- Researched 300 non-profit organizations that Fidelity Charitable donors engage with to understand best giving practices
- Cleaned up data in Excel to make the Fidelity Charitable giving page more accessible and reduce customer service costs
- Organized and participated in a Design Thinking session to hypothesize new giving technologies

LEADERSHIP AND VOLUNTEER EXPERIENCE

Wake Forest Women in Business

Founder

Winston-Salem, NC

September 2018- Present

- Identified a need for women in business resources, gained over 20 followers and researched methods for implementation in the business school
- Organized a LinkedIn workshop outreach event with over 30 participants in order to provide personal brand expertise to all women on campus

WFU Writing Center

Tutor

Winston-Salem, NC

January 2018- Present

- Coach 50+ undergraduate and graduate students on various writing strategies
- Tutored overnight at WFU Writer's Camp to help students in the publication of a collection of short works "Famous First Words at Writer's Camp"

Kappa Kappa Gamma

Membership Chairman

Winston-Salem, NC

January 2018- Present

- Facilitate leading 200+ women through recruitment seminars and workshops to prepare for fall of 2018 and spring of 2019 recruitment
- Work with international recruitment leaders to build diversity and acceptance practices within Zeta Psi chapter

Old Gold & Black

Contributing Writer- News, Life and Opinion

Winston-Salem, NC

February 2017- Present

- Actively participated in a week-long seminar with visiting guest Terry Tempest Williams to report on environmental storytelling
- Investigated the Catalan Revolution while in Barcelona in order to report on the movement's effect on study abroad students

Breast Cancer Fashion Show

Head of Merchandising

Winston-Salem, NC

August- October 2018

- Created design and organized pricing of t-shirts and stickers leading to over 120 t-shirts sold to raise donations from student body
- Lead a team of committee members to execute tasks on the day of show, helping to raise over \$5,000 for the Susan G. Komen Charlotte Fund

HONORS AND ACHIEVEMENTS

President of Beta Gamma Sigma Honor Society (2018-2019) | Sigma Tau Delta English Honor Society (2018-2019) | Wake Forest Excellence Award Scholar (2015-2019) | Jones Holder Business Scholar (2018) | Spartan Beast SoCal Finisher (2018) | Fidelity Intern of the Summer (2017)

COMPUTER AND WRITING SKILLS

Computer: Proficient in Microsoft Excel, Word, PowerPoint, Access, Python, Salesforce.com, SAP, SAS Analytics, Adobe Creative Cloud

Writing: Proficient in Academic, Press, Promotional and Creative Writing