

# Meghan O'Brien

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## EDUCATION

Appalachian State University, Boone, NC

**Bachelor of Science in Business Administration**

May 2027

Major: Marketing with a concentration in Digital Marketing and Graphic Design

## WORK EXPERIENCE

Turner Construction Company, Charlotte, NC

**Marketing and Sales Intern**

July 2023 – September 2023

- Designed engaging social media posts to enhance brand visibility.
- Produced an intern video showcasing company culture and current projects.
- Captured and edited professional headshots for company use.
- Analyzed data trends to support marketing strategies.

T.J. Maxx, Boone, NC

**Retail Associate**

September 2025 – Present

- Assist customers and provide a positive shopping experience and processing transactions.
- Maintained a clean, safe, and beautiful shopping environment, according to company standards.
- Promoting loyalty programs such as the T.J. Maxx rewards credit card.

Made by Meghan, Boone, NC

**Founder**

July 2025 – Present

- Create unique products such as clothing apparel and accessories and decor.
- Manage sales and maintain organized financial accounts.

## INVOLVEMENT

The Orbital Student Magazine, Royal Holloway University of London, England

**Editor in Chief**

March 2024 – August 2024

- Directed magazine planning, production, and distribution while executing online and on-campus marketing initiatives.
- Supervised the executive board and fostered a collaborative social club environment.

The Orbital Student Magazine, Royal Holloway University of London, England

**Head Illustrator**

March 2023 – March 2024

- Developed and executed compelling visual identities for magazine issues, including mood boards, covers, article illustrations, and spread layouts.
- Spearheaded marketing campaigns across social media and campus channels.

Alpha Gamma Delta, Boone, NC

**Director of Communications**

September 2025 - Present

- Connected with alumni to ensure continued loyalty and positive relationships
- Communicated chapter information in a timely, professional, and organized manner

## VOLUNTEER EXPERIENCE

Saint Matthews Catholic Church, Charlotte, NC

**Catechist**

July 2015 – Present

- Facilitated Sunday school lessons to support children's spiritual development.
- Mentored and guided young participants as a Vacation Bible School (VBS) camp counselor.

Matthews Playhouse of the Performing Arts, Matthews, NC

**Acting Teacher**

July 2015 – February 2019

- Instructed acting classes, enhancing students' confidence and communication and presentation skills.
- Organized and managed parent/client communications, student health forms, and event scheduling.

## SKILLS

- Adobe Creative Cloud
- Blender
- Microsoft Office Certified
- American Sign Language