

Meagan Happel

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Accolades and Accomplishments

- 2016 – Assisted as VIP Hostess at Creation Entertainment convention.
- 2015 – Became a social media Subject Matter Expert for Ford, discovered source of leaked proprietary information for Ford legal staff, fully trained in all Ford of Canada social platforms, joined Percepta Community Impact and Activities Committee.
- 2015 - Member of award nominated team (Incite Group's Corporate Social Media Awards; Best Social Customer Care Finalist.)
- 2014 – Acknowledged by Ford President & CEO Mark Fields after being featured in a customer's blog post due to my assistance.
- 2013 – First member on team to be cross-trained on all Ford Customer Service Division U.S. facing social platforms.
- 2009 – Florida Today: Nominated for Best News Story for the Newspaper Association of America Foundation's Content Awards (2008-2009) for "Give Peace a Chance." Article regarding bullying and reactions of administration surrounding peace signs and confederate flags on clothing at local high school. Most viewed article at FloridaToday.com for 2 weeks; cross posted to Digg.

Experience

SOCIAL MEDIA SPECIALIST, SUBJECT MATTER EXPERT | PERCEPTA, FORD MOTOR COMPANY | MARCH 2013 - PRESENT

- As Subject Matter Expert (SME) researched questions in depth, utilizing technical advisor assistance to resolve issues, and obtained details from Ford Vehicle Line Brand Managers and their resources. Gathered answers to provide to team in timely manner for quick customer resolution.
- Performed managerial duties (including reporting and assigning work) during period of administrative vacancies for team of 20. Continued delegating tasks to team through onboarding of new management. Worked directly with Business Operations, Sr. Business Operations Managers. Quality Assurance and Trainers. Managed relationship between Ford and Ford of Canada clients and team.
- Provided insight to executives and engineers for data analysis which led directly to the creation of Technical Service Bulletins (TSBs) for vehicle repairs. Familiar with handling embargoed information.
- Identified potential issues with new Facebook page updates and implemented new strategy for future engagements. Created and updated process flows for social media and email during program restructuring. Created and edited job aids to assist in training new team members. Trained 10 team members across platforms.
- Tracked and reported on team social media engagements via Excel for use in Quarterly Business Report, created new engagement tracking document templates for team use, assisted with monthly reporting on engagements per hour by agent and program, provided examples of positive sentiment from customers for executive report, assisted with weekly platform coverage sheet to inform team where additional assistance may be needed.
- Promoted positive team morale during business operations transition from Universal Marketing Group to Digital Engagement in creation of new program. Became leader in providing insight regarding gaps in training materials and opportunities within structure change to reexamine processes.
- Worked with Ford executives, Scott Monty (former Ford global head of social media), and Twitter to address customers harassing agents on Facebook and Twitter, resulting in customer banishment from Facebook pages and Twitter's deletion of their profile.
- Assisted in development of pilot programs for customer outreach including a Ratings and Reviews program and use of private offer sales incentives via Facebook. Provided feedback to Ford executives and legal team on number of customers involved, and their sentiment regarding the programs.

- Researched and created presentations on social media industry trends and additional platforms to seek opportunities for future engagements. Profiled social media strategies for competitive comparison presentation to Ford executives.
- Created content for social media channels (Facebook, Twitter, forums) to engage with customers in real time answering product and brand questions; prepared with use of content calendars.
- Managed communities and fostered relationships to influence positive brand image by researching trending concerns, escalating client concerns to the appropriate case managers or dispute resolution team before going viral.
- Used a social media management system (Engage by Digital Roots) to conduct 'search and rescue' techniques to assist customers. Relayed technical issues to Digital Roots on behalf of the team to ensure a smooth workday; conducted User Acceptance Testing for launch of updated system.
- Consistently met quality assurance goals in rigorous program and brand standards.
- While on marketing team – worked with customers in the market for a new vehicle and discussed features, sent brochures, located vehicles based on customer specifications, and arranged test drives with local dealerships, leading directly to vehicle purchases.
- Reached out to Service and Sales Managers at dealerships to work towards resolutions regarding vehicle orders and repairs.
- Mastered use of differing criteria between Ford Customer Service, Ford of Canada, and inbound emails, including risk levels.
- Facilitated meetings and created a word-choice workshop focusing on customer perception to increase quality of posts across team.
- Led focus groups based on results of yearly survey on team sentiment. Created action plans from resulting data to track improvement each quarter.
- Updated team notice boards daily with news, recall updates, positive sentiment from customers, milestones, and other time sensitive information.
- Planned company-wide events for celebrations; company fundraising as well as nonprofits and charities. Stayed in budget while running events for center of 700+ employees.

CONVENTION VOLUNTEER | CREATION ENTERTAINMENT | 2014 - PRESENT

- VIP Hostess – coordinated schedule around standing events to ensure satisfaction of 10 VIPs, worked with CEO to remain in budget for supplies.
- Aided staff and talent during autographs and private meet and greets, performed crowd control around talent, acted as runner to purchase and deliver item requests for staff and talent, worked private special event to restrict access to only ticket holders.
- Assisted convention staff as usher during panels and after-hours special events, facilitated accommodation for guests with disabilities and their companions and service animals, became liaison for vendors regarding accommodations, participated in set-up and breakdown of equipment and vendor items, worked with venue staff for security and comfort of guests.
- Recognized by staff for innovative problem-solving when faced with difficult situations, including crowd control, accommodation, and item procurement.

PRODUCTION ASSISTANT | SMART DOG MEDIA, SYFY | 2013

- Assisted Casting Director for gameshow *Exit* on SyFy channel
- Worked as runner to procure items under budget, took detailed notes about contestants during interviews for use in reports to choose final casting. Informed Casting Director when contestants were missing pieces of their file, and marked them for follow-up.
- Provided additional clerical assistance with inventory, copies, and file organization. Greeted contestants in waiting room, provided contracts to complete, and photocopied identification.

SOCIAL MEDIA INTERN | WHAT'S NEXT MARKETING (SACHS MEDIA GROUP) | 2012

- Managed portfolio of three clients' social brand by interacting with the public in their voice to create a connection to the brand. Used Facebook, Twitter, and FourSquare as representative of the businesses. Employed 'search and rescue technique to find comments on social media to interact. Answered customer questions, marketed clients with giveaways and coupons.
- Brainstormed with content creation staff and CEO for social media posts, contest and interactive Facebook game ideas, and images to post alongside content.
- Utilized a content calendar to schedule tweets and Facebook posts via HootSuite and TweetDeck within tight deadlines. Edited scheduled posts prior to going live, due to Florida State University athletics outcomes for related client.
- Authored report on crisis communication and management for intern final project.

ENTERTAINMENT EDITOR, JOURNALIST | REALITY CHECK GIRL MAGAZINE | 2009 - 2011

- Managed team of 5-10 journalists, reported to Editor-in-Chief.
- Reviewed pitches, edited articles, brainstormed and suggested pieces
- Created and managed social media accounts (Flickr, Twitter, Facebook, MySpace), and live-tweeted events.
- Wrote articles and produced photography to accompany them, interviewed celebrities on camera and in print.
- Worked with publicists to acquire interviews with talent.

JOURNALIST | FLORIDA TODAY | 2007-2008

- Wrote nationally nominated article regarding local high school.
- Brainstormed during monthly editorial staff meetings to decide on article topics.
- Recognized by Editor for blog post breaking news about senior class prank.
- Wrote three print articles including two main page local news features and an editorial; additionally wrote an event review which ran online. Provided photography for articles.

Education and Memberships

BACHELORS OF ARTS | 2012 | FLORIDA STATE UNIVERSITY

- Major: Communication
- Minor: Psychology

POST-DEGREE COURSEWORK | 2015 | UNIVERSITY OF CALIFORNIA, BERKELEY

- Introduction to Public Relations Writing

MEMBER | 2015 - CURRENT | PUBLIC RELATIONS SOCIETY OF AMERICA

- Attended PRSA International Conference 2015, Atlanta, GA
- Attended PRSA Miami seminar – "Handling a Celebrity Scandal Before & After it Goes Viral" 2016, Miami, FL.

Skills & Abilities

- Social Media engagement, content creation (Facebook, Twitter, FourSquare, Tumblr, Instagram, YouTube, Snapchat, Google+, HootSuite, TweetDeck, Skype, WordPress, LinkedIn, forums, Pinterest); Customer Relationship Management (Engage by Digital Roots, Microsoft Dynamics); WebEx
- Microsoft Office (Word, Excel, PowerPoint, Outlook, SharePoint)
- Journalism: writing, editing (features, reviews, editorials, interviews), press releases, photography
- Customer service, outreach
- Public speaking
- Project management, event and meeting planning, budgeting
- Conflict resolution