

Megan L. Rasmussen

1680 Newbold Dr.
515.822.4899

Knoxville, IA 50138
shields_megan@hotmail.com

Profile

Academic background in communications, marketing and public relations.
Extremely detail oriented and eager to take on responsibilities with a strong and consistent work ethic.
Dedicated and experienced professional with extensive experience in the photography.

Relevant Experience

Pella Chamber of Commerce & Pella Convention and Visitors Bureau, Pella, Iowa
Assistant, May 2010-Present

- Create advertisements for organization to be published in magazines, brochures and websites
- Produce direct mailings targeting area businesses for annual sponsorship commitments
- Develop marketing pieces to promote tourism to the area, such as brochures and visitor's guides
- Work directly with designers and outside businesses on a regular basis
- Lead contact for the 2011 Pella Visitor's Guide project
- Attend monthly board of director's meetings and give updates as needed
- Work directly with the Director of the Convention and Visitors Bureau

Urban Village Photography
Owner & Photographer, October 2008-Present

- Communicate with clients to schedule sessions, appointments and meetings
- Work with businesses on commercial photo shoots in studio and on location
- Photograph clients such as seniors, families, and children
- Created and execute business plan and business budget
- Track expenses and income for business
- Created a marketing plan and continue to develop advertisements for promotion
- Developed and maintain website and its content
- Oversee day to day operations

South Des Moines Chamber of Commerce, Des Moines, Iowa
Executive Director, December 2007-February 2010

- Planned networking events for South Des Moines area businesses
- Recruited and obtained new member businesses
- Interacted with 20 Board Members regularly
- Created agenda, executive director's report and membership report for monthly board meetings
- Maintained contact with some 150 member businesses through on location visits, emails and phone calls
- Created, designed, edited and distributed monthly newsletter
- Planned, promoted and facilitated monthly luncheons with some 70 attendants
- Served as membership recruitment and retention committee chair with 10 committee members
- Created and distributed annual membership directory
- Worked as a liaison to the Des Moines Register, The Business Record and the Greater Des Moines Partnership to promote events and release Chamber news
- Promoted two South Des Moines Chamber scholarships and assisted with recipient selection
- Created, edited and proofed marketing materials, including event flyers and brochures
- Maintained and updated Chamber website to promote organization
- Created advertisements for member businesses to be printed in event flyers and newsletters

Designer Images Photography, Pella, Iowa

Photography Assistant, August 2006-September 2007

- Created and edited promotional items, advertisements and senior flyers
- Assisted with wedding, family, senior and commercial photo shoots
- Edited, retouched and created albums for clients using Adobe Photoshop and Capture One
- Worked with high school seniors and families daily
- Scheduled shoots for two photographers
- Maintained exceptional communication between and with photographers and clients
- Developed professional portfolio through photo shoots and computer enhancement

Education Summary

Bachelor of Arts, Central College, Pella, Iowa, May 2007

Major: Communication Studies

- Emphasis in marketing, professional writing, research, public speaking and rhetoric
- Prominence in reading, analyzing and interpreting scholarly journals
- Excellent interpersonal skills developed through coursework, group involvement and work experience
- Exceptional writing and communication skills created through coursework and work experience
- Talented individual with excellent business skills learned through a practicum and internship

Central College Marketing & Media Relations, Pella, Iowa

Student Writer, Spring 2006

- Wrote articles for *Said In Red*, a prospective student magazine
- Interviewed students, professors and faculty for related information
- Created articles pertaining to Central College academics, professors and student life
- Consulted regularly with Director of Publications in reference to interviews and articles

Computer Skills

Microsoft Word
Microsoft Excel
Microsoft PowerPoint

Microsoft Outlook
Adobe Photoshop