

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

EDUCATION

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 junior year writing 310 Management Communication, within the Isenberg School of Management to best prepare students for communication within the workforce
- Teach sophomore-level 200 Career and Professional Development with a student total load of 195, manage and mentor teaching assistants
- Teach 518 MSBA Professional Communication Course to graduate level students, manage and mentor teaching assistants
- Serve as nominated sole faculty advisor for Women of Isenberg, an annual student-led national conference
- 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
- Recipient of multiple student nominations for the Dean's Office, Isenberg Faculty of Notable Impact: 2022-2023, 2023-2024

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

Business Communication and Marketing courses taught included:

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

UNIVERSITY SERVICE

Faculty Advisor, Women of Isenberg Conference • Interviewed 30+ undergraduates for leadership positions • Advise and mentor student leaders in biweekly meetings • Guide students and provide input on all marketing collateral conference materials	March 2024 – present
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Invited Presenter, Isenberg Consulting Academy Case Competition • Present, <i>Three Ways to Empower Your Presentation</i> to sophomore undergraduates	April 2024
Business Communication Program Hiring Committee • Conduct numerous R1 initial zoom interviews, bring multiple candidates to campus for day-long interviews	Sept 2023 - May 2024

Business Communication Curriculum Committee

Oct 2022 - May 2023

- Review, present and implement new textbook for SCH-MGMT 310 Management Communication faculty

Business Communication Center Faculty Coach, Resume and Cover Letter Writing

Sept 2022 – May 2023

Business Communication Program Representative, Accepted Students Day

Spring 2023

Assumption University**SEND Ecuador Faculty Lead**

December 2018

- Led a group of college students on a Service Immersion Trip to Ecuador for a week during 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

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

SELECTED PROFESSIONAL PRESENTATIONS

Hill, M. (Forthcoming - Oct. 2024). *Rhetoric and The Required Presentation Assignment: Students as Recruiters for Real Companies*. Association for Business Communication 89th Annual International Conference. Tulsa, O.K.

Hill, M. (Mar. 2024). *3 Ways to Bring Industry Into Your Business Communication Classroom*. Association for Business Communication Western Region U.S. Conference. University of Arizona - Tucson, A.Z.

Hill, M. and Zucker, J. (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, C.O.

Hill, M. (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, C.O.

INVITED PRESENTATIONS

"Three Ways to Empower Your Presentation," Isenberg School of Management (UMass Amherst). Isenberg Consulting Academy Case Competition, Amherst, M.A. (April, 2024).

"Public Speaking Workshop – PowerPoint Design and Delivery," Isenberg School of Management (UMass Amherst). MKTG499J Honors Marketing Thesis Course, Amherst, M.A. (September 2023).

"Checklist for Report Writing," Isenberg School of Management (UMass Amherst). MKTG499J Honors Marketing Thesis Course, Amherst, M.A. (October 2022).

"Public Speaking Workshop – PowerPoint," Isenberg School of Management (UMass Amherst). MKTG499J Honors Marketing Thesis Course, Amherst, M.A. (September 2022).

"Laying Your Foundation at Assumption – How Assumption Inspired my Faith, Friends and Vocation," Assumption University. Agape Latte Founders Week Alumni Keynote Guest Speaker. Worcester, M.A. (September 2019).

PUBLICATIONS AND INVITED 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.

Whalen, et. al. (2024). Selections From the ABC 2023 Annual Conference, Denver, Colorado USA: Mining Nuggets of Business Communication Pedagogy Gold. *Business and Professional Communication Quarterly*, SAGE. 87 (2) 342-344. <https://doi.org/10.1177/23294906241239873>

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.bethelighdev.org/blog/internships/megan-flanagan-worcester-business-journal-wbj>

PROFESSIONAL INDUSTRY EXPERIENCE

Martin County Board of County Commissioners, Parks and Recreation

June 2017 – May 2018

Marketing Coordinator

- 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.

Sept. 2016 – May 2017

Global Internal Communications Specialist

- 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

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

AWARDS AND GRANTS RECEIVED

Isenberg School of Management, Dean's Office, Student Nominations for Faculty of Notable Impact, May 2024

Isenberg School of Management, Dean's Office, Student Nominations for Faculty of Notable Impact, May 2023

University of Massachusetts Scholarship of Teaching and Learning Faculty Development Award, October 2023

Massachusetts Society of Professors (MSP) Research Support Fund, October 2023

Massachusetts Society of Professors (MSP) Flex Grant, October 2023

UTC Aerospace Systems Level III Award, HR Social Media Outstanding contribution to workforce diversity, May 2016

***Assumption College Fr. Emmanuel d'Alzon Crown and Shield Award* Awarded to top two percent of students best representing service and leadership, May 2014**