



Meghan Benson

Communications and
Public Relations Professional

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JOB EXPERIENCE

Digital Content Manager | 08.2023 - present

The Prairie School · Wind Point, WI

- » Lead content strategy and execution for social media channels, including Facebook, Instagram, YouTube, and LinkedIn
- » Develop written and multimedia content to support admissions, development, and community engagement initiatives
- » Create compelling visual storytelling to highlight key moments, programs, and community across digital channels
- » Produce editorial materials for the Prairie Blog, weekly newsletter, and other email marketing campaigns
- » Capture event and classroom photography and video to showcase student experiences and school culture
- » Collaborate with faculty and leadership to gather content and ensure accurate mission-aligned messaging

Communication Coordinator | 05.2022 - 08.2023

Village of Mount Pleasant · Mount Pleasant, WI

- » Implement and maintain a content calendar for social media channels, including Facebook, Instagram, Twitter, and LinkedIn
- » Design graphics and create written materials for Village communications
- » Collaborate with Village departments to deliver the most relevant and timely information to the public via our website, social media channels, and newsletter
- » Develop and implement a branding style guide for a cohesive Village image
- » Create editorial material for Visit Racine County, including advertisements and a visitor's guide
- » Attend events held by the Village, Visit Racine County, and local businesses as a photographer and representative of the Village

Social Media Intern | 09.2021 - 05.2022

University of Wisconsin–Parkside · Kenosha, WI

- » Create and schedule content for social media channels, including Facebook, Instagram, Twitter, and LinkedIn
- » Collaborate with communications team to deliver analytics-based, strategic content to stakeholders
- » Attend campus events to curate social media content

Public Health Assistant | 03.2021 - 05.2022

Oak Creek Health Department · Oak Creek, WI

- » Research, design, and schedule public health content for social media channels, including Facebook, Instagram, and Twitter.
- » Develop communication stylebook for consistent writing across department and larger organization
- » Contacts clients with positive COVID-19 test results to ensure compliance with quarantine and isolation practices

OBJECTIVE

Motivated and creative communications professional with expertise in digital content, social media strategy, and visual storytelling. Seeking opportunities for growth while delivering impactful, audience-focused communication that supports organizational goals.

EDUCATION

University of Wisconsin–Parkside

Kenosha, WI | 08.2019 - 05.2022

- » *Major:* Communications
- » *Minors:* Public Relations, Digital Media & Production
- » *Honors:* Lambda Pi Eta, Communication Honor Society

Winona State University

Winona, MN | 08.2018 - 05.2019

COMMUNITY LEADERSHIP

Vice President, Board of Directors | 06.2025 - present

Racine Theatre Guild · Racine, WI

- » Elected to Board of Directors in June 2024
- » Provide leadership and governance for a nonprofit community theatre organization

CORE COMPETENCIES

- » Content strategy and editorial planning
- » Social media management and campaign execution
- » Visual storytelling and multimedia content creation
- » Audience engagement and brand voice
- » Cross-functional collaboration
- » Digital content production (photo, video, and design)

TECHNICAL SKILLS

- » Social media tools (Sprout Social, Hootsuite)
- » Adobe Creative Cloud, Canva
- » Video editing (DaVinci Resolve)
- » Digital photography and content creation
- » Email marketing (Mailchimp)
- » Microsoft Office