

Meghan Barkley

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EDUCATION

Clemson University

Master of Science | Youth Development Leadership | August 2022

West Virginia University

Bachelor of Science | Design Studies, Public Relations Minor | May 2015

EXPERIENCE

4-H & Youth Development Extension Agent, Clemson University Cooperative Extension Beaufort, South Carolina July 2018 - Present

- Provide leadership and management to the overall county 4-H program.
 - Develop, plan, implement, facilitate, and evaluate successful, research based positive youth development programs.
 - Deliver 4-H in-school enrichment programs that use research-based methods to educate youth.
 - Direct Beaufort Junior Leadership, a county wide program to develop high school sophomores and juniors into young leaders.
 - Recruit, develop, and train volunteers to assist with program implementation.
- Promote the overall 4-H program:
 - Design compelling graphics, provide copy, and implement digital marketing channels.
 - Review analytics quarterly
 - Design annual reports for stakeholders.
- Implement program evaluation, documentation, and reporting using Salesforce and 4Honline.
- Network and build coalitions with other agencies, organizations and institutions to address the complex youth and family issues and the needs of the 4-H program.

Marketing/Customer Relations Specialist

P/S Printing| Bedford, PA

July 2017 - June 2018

- Provided customer service support.
- Assisted with creative services for clients including brochures, manuals, catalogs, & more.
- Provided customer service support:
- Assisted with creative services for clients including brochures, manuals, catalogs, & more.
- Assisted with proofreading products using careful attention to detail.
- Redesigned company website to keep up with current markets and provide a better overall user experience.

EXPERIENCE CONTINUED

Marketing Coordinator/Graphic Designer

Bedford Candies | Bedford, PA

October 2015 - July 2017

- Coordinated and executed marketing campaigns:
- Sales increased more than \$600,000 over a 2-year period.
- Developed and initiated digital marketing plan.
- Managed E-commerce website.
- Designed visual communications for presentations, event support materials, and marketing collateral.
- Designed fundraising campaigns
- Created print layout for fundraising brochures.

Public Relations/Digital Media Intern

Daytona International Speedway | Daytona Beach, FL

January 2015 - March 2015

- Utilized Adobe Analytics to monitor social media and assist in reporting.
- Worked cohesively with the marketing team to better enhance the race day experience for fans.
- Aided with media center operations including: pre-race preparations, press conferences, keeping sports and entertainment stars ready for interviews and post-race wrap ups.

SKILLS

- Adobe Creative Cloud: Illustrator, InDesign, Photoshop
- Digital Marketing: Adobe Analytics, Google Analytics, Social Media Data Analysis, Content Creation
- Microsoft Office: PowerPoint, Excel, Word
- Strong communication, interpersonal, and presentation skills

ACTIVITIES & PROFESSIONAL ASSOCIATIONS

- Junior Service League of Beaufort 2023-Present, 2024-2025 League Year Social Chair
- South Carolina Association of 4-H Youth Development Agents, Past President
- South Carolina Association of County Agricultural Agents, Leadership & Administrative Skills Chair
- National Association of Extension 4-H Youth Development Professionals, 2023 Achievement in Service Award Winner
- 2023 South Carolina Farm Bureau Discussion Meet Winner, 2024 National Contestant
- Beaufort County Farm Bureau Board Member, Young Farmer & Rancher Chair
- Lowcountry Master Gardener