

## Merion Rhoads

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### EDUCATION

#### **Bryn Mawr College, Bryn Mawr, PA**

B.A. Candidate, *May 2009*

*Major:* Psychology at Haverford. *Minor:* Economics.

*Relevant Coursework:* Social Psychology, Memory and Cognition, Experimental Methods and Statistics of Psychology, History and Memory

### RELATED EXPERIENCE

#### *Account Management Intern, The Brownstein Group, Philadelphia, PA*

*Spring 2009*

- Prepare weekly budget reports for both retainer and non-retainer client projects.
- Research and compile presentations on market conditions and competitive campaigns.
- Liaise between client and associated agency departments to produce a variety of advertising campaigns including national flyers, radio spots, and signage.

#### *Public Relations Intern, Evergreen Partners, Inc., Warren, NJ*

*Summer 2008*

- Crafted media plans, press releases, media lists, and communicated readily with numerous media outlets to effectively brand a variety of Evergreen clients.
- Strategically enhanced client relations among healthcare, real estate developers, retail, and leading non-profits to create innovative and media worthy marketing events.

#### *Intern, Merrill Lynch & Co. Inc., Jersey City, NJ*

*Summer 2007*

- Completed a project management internship for software development department.
- Solely created upper management tool to review progress and task completion.
- Assisted with specialized projects in quality assurance and business analysis.

### ADDITIONAL EXPERIENCE

#### *Participant, Inside-Out Prison Exchange Program, Philadelphia, PA*

*Fall 2006*

- One of ten women to participate in pilot program with inmates at Riverside Correctional Facility.
- Topics for weekly discussions and extensive readings included the state of the criminal justice system, its effects on the individual, and its implications for American society.

### COLLEGE LEADERSHIP AND ACTIVITIES

#### *Co-President, Class of 2009*

*February 2008-May 2009*

#### *Treasurer and Founding Member, IMPACT! Social Innovation*

*Fall 2006-Fall 2007*

#### *Secretary and Founding Member, Active Minds at Bryn Mawr*

*Fall 2006-Fall 2007*

#### *Dorm Representative, Committee on Public Safety*

*Fall 2007-Spring 2008*

### ADDITIONAL SKILLS

Six years of education in French (Conversational).

SPSS, STATA, PC and Mac, Word, Excel, PowerPoint, Adobe Photoshop