Megan Fournier

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SUMMARY

Entertainment PR graduate student at USC Annenberg with agency publicity, talent agency, and social media experience across film, TV, music, anime, and gaming. Skilled in pitching, media monitoring, social strategy, and partnership campaigns.

EXPERIENCE

PR Summer Associate, Berk Communications (MikeWorldWide)
Century City, CA | June 2026 – August 2026

- Pitched story angles for AVP, MLS, The Cheesecake Factory, and athlete Midge Purce against outlet editorial calendars, securing four exclusives, including People, and 10M+ impressions.
- Monitored coverage in Muck Rack and TVEyes, writing weekly recaps and biweekly AI trend reports across 1,000+ earned, owned, and organic mentions.
- Built 10+ targeted media lists and briefing packages; co-developed an integrated campaign plan presented directly to a client.

Talent Agent Intern, CCA Agency
Burbank, CA | January 2026 – May 2026

- Supported agents across 100+ casting opportunities, coordinating auditions, callbacks, and schedules on tight turnarounds; contributed to 10+ bookings for Netflix, HBO, Disney, and more.

PR and Social Media Intern, University of Denver Theatre Department
Denver, CO | October 2024 – June 2025

- Revived a dormant Instagram and Facebook presence using trend and competitor analysis, producing the account's top-watched reels and a 200% engagement increase.

LEADERSHIP AND PROJECTS

Portfolio: mkfourni.annenbergprhosting.com

- **Graduate Research Assistant, USC Center for Public Relations:** Lead biannual board meetings and support research; building a competitive analysis and presentations for Mattel and Searchlight Pictures.
- **Saie x Laufey Winter Campaign (spec):** Built an artist and brand partnership with a Women Giving Back cause tie-in, including OOH, Instagram ads, and campaign strategy.
- **Crunchyroll x Apple TV+ Campaign (spec):** Developed a co-branded fan activation with a Jujutsu Kaisen x Severance pop-up at Anime Expo 2026, merchandise, and ads.

EDUCATION

Master of Arts in Public Relations and Advertising, University of Southern California
Los Angeles, CA | Expected May 2027

- Teaching Assistant, Global Business Communication (USC Marshall): evaluate students' thesis outlines and write structured feedback.
- Coursework: Entertainment PR, Business of Video Games, Persuasive Writing, Data Storytelling

B.A. in Communications and Psychology, Minor in Theatre, University of Denver
Denver, CO | March 2025

- Summa Cum Laude; Hornbeck Scholar; Dean's Scholar.

SKILLS

- **Communications:** Pitching, press materials, media lists, coverage and trend reporting, social strategy, community management, brand partnerships, AP Style
- **Digital:** Instagram, TikTok, Facebook, YouTube, Meta Business Suite, CapCut, Canva, Adobe Photoshop and Premiere Pro (basic)
- **Tools:** Muck Rack, TVEyes, Influencer Intelligence, Monday.com, Google Workspace, Microsoft Office