

# Margaret “Meg” Messitt

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## CAREER PROFILE

A dynamic and energetic Baylor University graduate demonstrating academic excellence and strong initiative to gain career-focused economics, marketing and public relations skills by seeking professional employment experiences as a part-time employee. Highly organized and detail oriented with the ability to build and execute complex projects requiring self-motivation, discipline and attention to detail. Qualified in creative marketing, market analysis and administrative work.

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## EDUCATION

**BAYLOR UNIVERSITY** – Waco, Texas

**Bachelor of Business Administration December 2025**

- Majors: Economics / Marketing; GPA 3.8
- Minor: Public Relations
- Participant, Women in Business – Baylor University (2021 – 2022)
- Member, Brooks Flats Hall Leadership Team (2021 – 2022)
- Member, Kappa Alpha Theta Sorority (Spring 2022 – Present)
- Events Committee, Kappa Alpha Theta Sorority (Fall 2023 – Present)
- Member, Network of Enlightened Women (Spring 2023 – Present)
- Volunteer, Baylor New Venture Competition (Spring 2022)

## SKILLS AND COMPETENCIES

- Social media management and content creation on Facebook and Instagram
  - Professional communication, email campaigns and administrative duties
  - Marketing trends, customer insight, multitasking and organizational skills
  - Tracking budgets for campaign related events and services
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## EXPERIENCE

**ELISE FOR CONGRESS** – Glens Falls, NY

**June 2022-Jan. 2023**

**Regional Director**

*Directed grassroots re-election campaign efforts for Congresswoman Elise Stefanik (NY-21) with a district comprised of 15 rural counties. Supervised activities of nearly 100 volunteers and 5 campaign interns, ensuring quality execution of campaign initiatives required to secure 20-point victory in the 2022 midterm election.*

- Oversaw comprehensive volunteer get-out-the-vote efforts including ~90K door knocks and 128K phone calls, with responsibility for handling escalated constituent feedback.
- Conducted team building activities to resolve internal conflicts among volunteers and staffers.
- Tracked social media content and audience reach, growth, and engagement for the campaign’s digital marketing, and drafted reports detailing recommendations for ongoing editing and social strategy.
- Executed short-term event planning for impromptu Super Saturday campaign events in five offices, successfully rallying 200+ attendees for campaign hype and volunteer outreach.
- Contributed to weekly newsletter creation on current events and recent candidate accomplishments.

**GLENN YOUNGKIN FOR GOVERNOR** – Richmond, VA

**March 2021-July 2021**

**Manager, Voter & Election Services**

*Provided extensive administrative assistance for Virginia Governor’s election by collecting 5,000+ delegate forms required for primary voting. Communicated effectively regarding campaign issues and voting logistics while handling multiple tasks.*

- Engaged with potential voters through verbal and written communication to answer questions and identify concerns.
- Researched and analyzed community needs gathered from delegate form responses and door knocking conversations to help develop campaign goals and program direction.

**TECOVAS** – Waco, TX

**March 2023 – Dec. 2025**

**Part-Time Assistant Store Manager**

*Participated in thorough online customer service and retail training through Lessonly before contributing to efforts on the management team. Assists an average of 30 customers per day in selecting western footwear and apparel while providing recommendations that generates \$50k in additional revenue each quarter.*

- Practices an empathetic approach and resolves customer issues.
  - Builds ongoing and personal relationships with customers to ensure their satisfaction throughout their experience.
  - Keeps team members informed on all company communications and trains new employees on the sales floor.
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