

## Media Release

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## NEWS RELEASE — FOR IMMEDIATE RELEASE

Monday, June 7, 2021

### Moore returns to district to serve as communications director

LEXINGTON, S.C. — On Tuesday, June 1, 2021, the Lexington County School District One Board of Trustees approved the hiring of Megan M. Moore as the district’s communications director. With 11 years of communications and marketing experience, Moore spent most of her career working in public K–12 education.

In 2010, Moore began her career in Lexington District One as a staff writer in the communications department. A year later, she was promoted to communications specialist. In this role, she created videos promoting the district, managed social media, prepared press releases and newsletters, and designed publications.

Moore became the marketing and communications coordinator for the South Carolina Bar Foundation in 2014 where she implemented marketing strategies to increase awareness of the foundation and its grantees, planned events, created communications materials and managed social media.

She returned to public education in 2016 as the communications manager for Richland School District Two. A year later, she was promoted to public relations coordinator. She developed content for the website and social media, wrote and designed publications, created videos, served as the district’s photographer, planned events and assisted with all communication efforts.

In 2019, she became the public information director for the South Carolina Department of Administration. In this role, she promoted the agency’s goals by handling Freedom of

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Information Act requests, assisting with media requests and creating various communications, including newsletters, website and social media content and videos.

*A magna cum laude* graduate, she earned a Bachelor of Arts in journalism and mass communications from the University of South Carolina.

She is a former member of the South Carolina National School Public Relations Association and served on the SC/NSPRA board as the Goodwill chair. She received a Rewards for Excellence and a Best in Show award from SC/NSPRA for Richland District Two's *The Grade Book: Richland Two Brand Guidelines*.

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