

COMMUNICATIONS COORDINATOR

Summary

Creative and highly-motivated Communications and Marketing professional with experience creating engaging and interesting work that achieves results.

Highlights

- Adobe Photoshop, InDesign, Illustrator,
- Experience with mobile applications,
- Microsoft Office Suite
- Constant Contact and Mailchimp
- Etapestry

Accomplishments

- 2015 Folio Magazine: Eddie Award Finalist - Association / Non-Profit (B-to-B) "Single Article" Less than 6 Issues [VPP Participants' Association's magazine] "The Leader"
- Raised circulation of organization's magazine in one year by more than 2,500 issues (VPP Participants' Association)
- Promoted and helped execute fundraising benefit/auction and concert; raised over \$9,000. (Susquehanna Life Magazine)

Work History

Company Name

Experience

Communications Coordinator 10/2014 to Current Company Name City , State

- Authored articles on featured topics, current events and human interest stories that stimulated interest to increase readership of the organization's magazine; increased circulation by more than 2,000.
- Managed content and designed the layout and look of the company's conference mobile app Created webpage copy for newly designed website Wrote Ran the company's Facebook and Twitter Accounts.

Communications and Editorial Assistant 05/2014 to 09/2014 Company Name City , State

- Created event listings, media lists and press releases for the magazine.
- Promoted and helped execute fundraising benefit/auction and concert; raised over \$9,000.
- Customer relations on phone and in the office.

Communications Intern 05/2013 to 08/2013 Company Name City , State

- Created various forms of communication pieces including a survey, press release, newsletter articles, event invitation, spreadsheets of competing organizations, etc.
- Created several web pages for company and improved the layout and organization of company's website.

Server and Host 02/2011 to 08/2011 Company Name City , State

- Strengthened customer base and close relationships with patrons of restaurant.
- Provided prompt service while taking orders, serving food and closing the check.
- Helped clean and organize kitchen and restaurant.
- Helped set up and serve parties and events of more than 100 people.
- Experience and knowledge in fine dining.

Public Relations Volunteer 09/2012 to 12/2012 Company Name City , State

- Met with client throughout the semester to discuss their needs for strategic communications.
- Created various forms of public relations writing assignments for client including pitch letters, news releases, fliers, fact sheets, feature stories, media lists, and created script for public service announcement.

Public Relations Volunteer 09/2012 to 12/2012 Company Name City , State

- Met with head of Elon University Health and Human Performance department to create strategic communications for client.
- Created focus group questions, survey, and completed focus group with Elon students to measure students' beliefs and opinions about the department of Health/Human Performance.
- Created report of the research and presented findings of research to Department of Health/Human Performance.

Education

Bachelor of Arts : Strategic Communications May 2014 Elon University City , State GPA: GPA: 3.71 Graduated Magna Cum Laude Dean's List Fall 2010, Spring 2011, Spring 2012, President's List Fall 2012, Spring 2013, Fall 2013; Spring 2014 Inducted into National Communications Association, Lambda Pi Eta Inducted into National Social Science Honor Society, Pi Gamma Mu Inducted into the International Sociology Honor Society, Alpha Kappa Delta

Strategic Communications GPA: 3.71 Graduated Magna Cum Laude Dean's List Fall 2010. Spring 2011. Spring 2012. President's List Fall 2012.

Spring 2013, Fall 2013; Spring 2014

Inducted into National Communications Association, Lambda Pi Eta

Inducted into National Social Science Honor Society, Pi Gamma Mu

Inducted into the International Sociology Honor Society, Alpha Kappa Delta

Interests

Member of Public Relations Student Society of America - "1000 Thanks" Program Contributor Received over 1500 thank-you cards from university community (Fall 2013) Completed service-learning work with nonprofit organization, Sustainable Alamance, helped plan and coordinate an event that helped raise over \$1,000. Volunteered with Elon University's Student Government Association to promote their organization Member of academic organization, Theta Psi Alpha (Spring 2013) House Representative in The Station at Mill Point residence community (Fall-Spring 2013) Study Abroad: Studied ecotourism abroad in Australia for winter term in January 2014. Visited the cities of Sydney, Brisbane, Cairns, Melbourne, and Tasmania and learned about sustainable travel and tourism. Relevant Coursework: Communications in a Global Age, Media Writing, Strategic Campaigns, Health Communications, Public Relations & Civic Responsibility, Digital Media Convergence, Strategic Writing, Communication Research, Corporate Publishing, Capstone in Communications, Advertising in Society, Intro to Marketing

Additional Information

- Past Extracurricular Activities: Member of Public Relations Student Society of America - "1000 Thanks" Program Contributor Received over 1500 thank-you cards from university community (Fall 2013) Completed service-learning work with nonprofit organization, Sustainable Alamance, helped plan and coordinate an event that helped raise over \$1,000. Volunteered with Elon University's Student Government Association to promote their organization Member of academic organization, Theta Psi Alpha (Spring 2013) House Representative in The Station at Mill Point residence community (Fall-Spring 2013) Study Abroad: Studied ecotourism abroad in Australia for winter term in January 2014. Visited the cities of Sydney, Brisbane, Cairns, Melbourne, and Tasmania and learned about sustainable travel and tourism.

Skills

Adobe Photoshop, Illustrator, InDesign

Experience with Cvent Crowdcompass' mobile application software

Microsoft Office

Constant Contact, Mailchimp