

Blayne Alexandra Baker

Education

Clarkson University, Potsdam NY

Aug 2013- Dec 2016

Bachelor of Science, Communication with a minor in Business GPA 3.558/ 4

Archbishop Williams High School, Braintree, MA

09/2010- 05/2013

Recipient of multiple academic and athletic awards and a four year scholarship

Graduated with a GPA 4.048/ 4

Experience

Shipley Center for Innovation, Potsdam NY

May 2016- Present

- Business consultant for local and regional non-profits, for-profits, and Shipley Center's Innovation Hot Spot Program
- Conduct feasibility analysis of potential projects and aid in business plan development
- Help entrepreneurs become "Investor-ready" by creating professional business models and presentations
- Specialize in the writing and editing of business plans

Alumni Relations, Clarkson University

March 2016- Present

- Work per diem on projects that aim to increase student-alumni engagement and university donation funds.
- Specialize in the writing of press releases, brochures, and annual giving letters.

Odyssey Online

May 2016- Aug 2016

- Content Creator for Odyssey, a social content platform that publishes weekly articles by millennial writers after a multi-stage editorial process

Communication Intern, Clarkson University

Jan 2016- April 2016

- Worked with faculty and students- Developed strategic plan for the department's new website, adapted the layout, and wrote engaging content for the site
- Conducted market research online, through surveys, and in-person interviews, to gain a better understanding of Clarkson's competition and the potential audience (prospective students) the website would be targeting

Embryo Creative, Boston, MA

7/14-8/14 and 5/15- 8/15

- Participated in work meeting with Harvard School of Engineering and Applied Sciences to review company recommendations and customer feedback - presented ideas for website improvement
- Strategized with Senior Account Manager on potential actions to increase an existing client's social media following- took the lead on the client conference call to present recommendations for action- saw a 59% increase in followers
- Assisted Senior Account Manager with scheduling, client concerns, new opportunities, client specific web metrics
- Participated in brainstorming sessions and internal conference calls- pitched ideas internally to the Embryo Team
- Conducted market research on Capital Campaigns, Healthcare, and Non-profits

Other Experience

Clarkson University Varsity Woman's Lacrosse DIII team member: 2013-2015

Clarkson Lacrosse Fundraising

Aug 2013-2015

Clarkson University Work Study Program

Jan 2014- Present



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Portfolio Link

<https://blaynebaker.carbonmade.com/>

Objective

Seeking a challenging entry-level position that allows me to build upon my academic and business experience in communications, marketing and advertising. My goal is to become a key contributor who helps drive the organization's market performance in achievement of its strategic objectives.

Skills

Familiar with: InDesign, Canva, Hootsuite, Adobe Premier Pro, Constant Contact, GitHub, Atom, HTML5, CSS3, SAP, Microsoft Office

Awards

- Recipient of Francis A. DeLucia Award for "Outstanding Clarkson Junior in Humanities, Social Sciences, or Communications Media" (2016)
- Winner, "Best Plot Twist" (video) at St. Lawrence International Film Festival- wrote ending, worked on audio soundtrack (2014)
- Presidential Scholars List: Fall 2014, Spring 2016 (GPA 3.8)
- Deans List: Spring 2014, Spring 2015, Fall 2015

To Whom it May Concern,

Blayne Baker has worked over the past two summers with my company, Embryo Creative. Embryo specializes in video production for universities, healthcare, and non-profits. Blayne joined our team right after her freshman year at Clarkson University and blended with our team seamlessly. Even as a young student, her work ethic was on par with some of our new employees 5-7 years her senior. She was willing to work on any project given to her, whether complex or simple. Additionally, her personality is magnetic. Everyone would say "we just love Blayne!" so much so that it was a common anthem during our summers together. She worked directly with clients as well with everyone in my company from manager to partner. I would hire her again this summer in a heartbeat if I had a workflow generated to keep her busy (she churns through work like no other). If you are looking for someone, someone who is as intelligent as she is personable, please look no further. Snatch her up while she's still available. I'm very happy to speak to you directly should you need anything else.

Wishing you well,

Stephanie Jeskey CEO/Partner, Embryo Creative

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