

GARRET W. CUTLER

162 Winterberry Street

Clayton, NC 27527

919-602-6932

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Cutlerg11@ecualumni.edu.ecu

EDUCATION

East Carolina University, Greenville, NC

Bachelor of Science - Communications/Public Relations

GPA in field of study: 3.780

2011-2015

OBJECTIVE

- Pursuing a career in the public relations/communications field, specifically an entry level position with an organization that puts emphasis on social media, digital marketing and sales, content management and media relations.

SUMMARY OF QUALIFICATIONS

- Over 45 credits applied in the communication field, with 33 of those credits stemming from public relations intensive courses that include public relations theory, public relations Strategies, public relations campaigns and corporate writing.
- Demonstrated fluency in and application of associated press style writing, both in the public relations and journalism fields. Able to implement, organize and write communication intensive writing strategies and print media that include a variety of press releases, hard news stories, feature news stories, newsletters and other related media pitches.
- Experience communicating with consumers in a sales driven atmosphere while performing customer service and inventory management.

RELATED EXPERIENCE

Barn Burner Sports

(October 2014 - November 2014)

Contributing Writer

- Wrote and contributed articles, specifically Major League Baseball game recaps and analytical pieces, for BarnBurnerSports.com and were featured on the associated twitter account @The_Barn_Burner.
- The position allowed me to post and tailor my respective work for the website as well as coordinate my assigned website section and sports genre for public appeal.
- In addition to experiencing media writing firsthand, I was taught to appropriately manage my time while writing for a deadline oriented vocation.

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Nike Sales Associate

(July 2016 - Present)

- Responsibilities for this position include assisting consumers within apparel, footwear and equipment zones while providing outstanding customer service.
- The position allows for one-on-one communication of in-store promotions and online deals to better acquaint consumers with the Nike brand and the organization's products, while also looking out for each individual consumer's needs and best interest.
- In addition, the position includes an array of product management, inventory management and continued usage of online seamless transactions in-store, on a day-to-day basis.
- Required knowledge of in-store and online products to better disseminate Nike-brand messages and sell a variety of units to multiple consumers.

Campaign Co-Leader

(September 2015 -December 2015)

- Led a Public Relations Campaign proposal for the Center for Family Violence and Prevention in Greenville, NC as part of my public relations campaigns senior capstone class at East Carolina University.
- My group, consisting of five members, incorporated the student administration marketing and communication department and local downtown businesses in an effort to generate and increase awareness for the center and its subsidiaries to East Carolina students as well as assist in the education and prevention of domestic violence.
- Our proposed tactics included a variety of press releases, media kits, disseminating center-specific information and broadcasting promotional materials through the allotted student resource pool in conjunction with the SA marketing and communication department.
- This campaign required a plethora of actions such as client and public research, focus group preparation and execution, writing press releases, budgeting our tactics and strategies, and presenting the campaign proposal to a center representative.
- In addition to the campaign actions previously stated, I was in charge of scheduling meetings, keeping the team on task and documenting our research/findings in accordance with the campaign instructions and guidelines.
- The proposal is currently under consideration for the October 2016 domestic violence awareness month.

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RELATED SKILLS

- Fluent and knowledgeable in associated press style writing, copyediting and APA format
- In-depth knowledge of social media writing and posting.
- Experience in sales and consumer relations.
- Experience with digital marketing and online sales.
- Understanding of social media related goals, campaigns and competent experience with social media outlets that include Facebook, Twitter, Instagram, YouTube and Linked-In.
- Complex understanding of public relations campaigns and their related parts including research methods, goals, objectives, strategies, tactics, and evaluation criteria.
- Experience in collaborating with sources to produce feature and hard news stories.
- Experience in creating public relations campaigns and implementing marketing/advertising strategies to successfully stage campaigns.
- In-depth understanding of marketing towards organization-specific publics and stockholders.
- Excel at market-based communications and related advertising strategies.
- Public Speaking and Speech Writing.
- Understanding of interview preparation, structure, and implementation.
- Understanding and appropriate implementation of research methods that include both quantitative and qualitative research and data evaluation.
- Vast experience with both Analytical Writing and News Writing.
- Understanding of successful group dynamics and working/contributing as a diligent and motivated team member.
- Adept in Microsoft Office software that includes Word, Power Point and Excel.
- Adept in Adobe In-Design.

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RELATED COURSES (COLLEGE LEVEL)

- *Public Relations and Corporate Writing*
(COMM 2104)
- *Public Relations Theory*
(COMM 3120)
- *Persuasion Theories*
(COMM 3110)
- *Public Relations Strategies*
(COMM 4180)
- *Communication Research*
(COMM 2030)
- *Business and Professional Communication*
(COMM 2420)
- *Public Relations Campaigns*
(COMM 4500)
- *Copy Editing and Design*
(COMM 3310)
- *Intercultural Communications*
(COMM 3180)
- *Basic Reporting*
(COMM 2320)

Full Academic Transcript Available Upon Request

Work and Class Samples Available Upon Request

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REFERENCES

References Available Upon Request