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Objective

- To obtain an entry level position in my field of study that utilizes my collegiate, internship, and community experiences.

Education

- **Virginia Commonwealth University, Richmond, VA**
Bachelor of Science in Business, Major in Marketing
Graduation Date: August 2013

Related Courses

Marketing Problems	Marketing Principles
Organizational Communication	Organizational Behavior
Product Development and Management	Information for Marketing Decisions
Risk and Insurance	Business to Business Marketing

Internships

Pop'n or Not App

Sept. 2015 – Nov. 2015

Virtual Social Media Marketing Intern

- Creating captivating flyers, and other marketing visuals to utilize for our social media post to go along with our call to actions, as well as our other content.
- Collaborating with team members to create a marketing strategy that would help us schedule our social media postings
- Generated brand awareness through effective marketing channels
- Extended offers to potential influencers to gain earned media by presenting them with value added to their businesses.

Johnson Inc. – Richmond, VA

January 2013 – July 2013

Events Intern-Coordination

- Research different information for upcoming events and report them to my internship coordinator
- Read over the information from previous events, to assist in understanding of how Johnson Inc. conducts their events
- Display future and present events on media outlet event calendars to promote, and attract target audiences
- Assist with routine event setup and closing tasks

Work Experience

Horseshoe Casino in Baltimore

Sept. 2016 – Present

Special Events and Promotions Lead

- Responsible for successful execution of all special event marketing programs.
- Execution lead on all operational areas including but not limited to confirming IT functionality, Room Set-up, line queuing, Signage and supplies.
- Responsible for post event reporting of response metrics as well as customer feedback.
- Work and meet tight timelines for event operations.
- Build and maintain marketing inventory for gifts remaining following the conclusion of events.

Horseshoe Casino in Baltimore

August 2016 - Present

Promotions Associate

- Prepares promotion areas for promotions and events
- Executes promotions, assisting patrons participating in promotions by helping them swipe into invitation programs, distributing gifts, and aiding with any task regarding a promotion
- Staff special event registration areas
- Ensures that promotions/event areas are stocked with necessary supplies, decorations and secures items at conclusion of promotion/event
- Ensures collateral material for promotions and events are displayed prior to and recovered after each project
- Tracks inventories and expenses for each assigned project
- Closes/cleans promotion area following events

White House Black Market – Baltimore, MD

Sept. 2015 – Present

Sales Associate

Clothes Mentor – Fredericksburg, VA

Jan. 2014 – June 2014

Sales Associate

- Maintaining the professional appearance of the store by tagging, and transferring clothing and accessories.
- Photographing ensembles for the array of social media outlets to attract our target audience, and assisting with marketing strategies.
- Assisting with event planning for future events, and any special sales that are to be implemented.
- Using interpersonal skills to assist the customer from the first point of contact to the purchase.
- Purchasing items for resale, and entering the data collected into our inventory.

Volunteer and Leadership Experience

- *Black Student Union Programming Chair* August 2012 – August 2013
 - Coordinating and informing the executive board as well as general body members of other organizations events and meetings
 - Assist the Event Coordinator with events (Complex Events and General Body Meetings)
 - Market the organization's different events to the student body
- *Black Student Union General Body Member* August 2011-August 2012
 - Attended General Body Meetings
 - Helped with community service events
 - Received the Most Outstanding Member Award
- *Volunteered for VCU 2012 Homecoming* January 30 – Feb 4
 - Worked at the different activity booths that were set up, as well as street team marketing activities. (Gave out flyers, t-shirts, favors, social media posts)
- *School of Business Open House* April 14, 2012
 - Spoke with future school of business students as well as their parents about the marketing curriculum, and the opportunities that as a marketing major they could enter upon graduating.

Technical Skills

- Microsoft Office (Word, PowerPoint, Excel, Publisher, Outlook)
Level of Mastery: Advanced
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Level of Mastery: Novice

Interpersonal Skills

- Well versed in internal communication and external correspondence strategies
- Educated in marketing, and event planning
- Fast learner with a strong work ethic, solid leadership experience
- Ability to keep deadlines
- Attention to detail
- Effective written communication skills
- Social media management
- Willingness to learn new technologies
- Customer Service
- Works well with others in a team setting
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Certifications

- Inbound Marketing Certification
Issuing Institution - Hub spot

