

ADDLYN TEAGUE

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Education

Florida State University, Tallahassee, FL
May 2019
Bachelor of Science
Information, Communication & Technology
Minor: Entrepreneurship
GPA: 3.78

Professional Experience

Arrowhead Advertising, Tallahassee, FL
August 2018-May 2019
Research Analyst & Media Planner

- Conducts secondary research using the syndicated databases Simmons and Mintel
- Analyzes data and discovers correlations in order to direct the strategy of the campaign for the client Wienerschnitzel
- Created a traditional and digital media plan by researching channels used by our target audiences
- Researched and evaluated each purchase to make sure it fit within a \$20 million budget

Canopy Software, Tallahassee, FL
February 2018-March 2019
Business Development Intern

- Collected and analyzed 150 potential clients' data on whether they needed testing software
- Reached out to 100 potential clients about the Prolydian and RallyWise branches
- Uploaded and created captions for the 30-35 SWIMM videos
- Created sales flyers, articles, documents, and 29 social media posts

Florida State University, Tallahassee, FL
September-December 2017
Web Intern

- Upgraded the Florida State University Oglesby Union website to a new template using the content management system Drupal
- Edited HTML code for spacing, creating tables, and moving objects

Leadership Experience

Women Wednesdays FSU, Tallahassee, FL
August 2018-May 2019
President

- Organized bi-monthly meetings by reserving a room, contacting a guest speaker, proposing a topic of interest, and creating a presentation
- Promoted upcoming meetings by emailing members and sharing the events on three social media accounts
- Held monthly meetings with executive board and assigned individual tasks
- Spoke at bi-monthly meetings and to classrooms when promoting future events

Women in IT/ICT Sharing Experiences, Tallahassee, FL
April 2018-May 2019
Company Outreach Chair

- Reached out to information technology, communication, and related companies in the Tallahassee area
- Invited employees and supervisors to attend meetings as a guest speaker and asked to take a tour of the company's headquarters

TEDxFSU, Tallahassee, FL
August 2016-May 2018
Speaker Coach

- Planned TEDx event set up, performers/speakers, theme, and how to promote the event online and in person
- Critiqued a speaker on their speech and helped them keep it under time
- Decorated, prepared food and beverages, greeted guests, and handed out programs for the event

Skills

Adobe Creative Suite	Java
C++	JavaScript
Content Management	Public Speaking
Event Planning	Simmons One View
HTML/CSS	UX Design