

Brooke Raia

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6260 Wild Timber Rd
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EDUCATION

University of Georgia Athens, GA
Bachelor of Science in Communications Studies; Sociology minor; Certificate in Professionalism May 2020
Overall GPA: 3.73/4.00
Zell Miller Scholarship 4/4 Years, HOPE Scholarship 4/4 Years, Presidential Scholar 4/4 Years, Dean's List 4/4 Years, Lambda Pi Eta National Honors Society member, SCAD Honorable Mention at the Scholastic Art and Writing Awards For Visual Arts

Relevant Course Work: New Media, Topics in Computing, Public Speaking, Statistics, Program and Event Management

RELEVANT EXPERIENCE

Social Media, Marketing, and Communications Intern Athens, GA
Georgia River Network November 2019- Present

- Compose and distribute all content of quarterly newsletter
- Monitor analytics to identify and design new campaign ideas through Vertical Response
- Manage and create content on all multiple media platforms including the GRN main website, Facebook, Instagram, Twitter
- Update and maintain calendar composed of events from multiple companies around the state of Georgia

Business Owner Suwanee, GA
Recycling Made Easy July 2019- Present

- Initiated concierge recycling business for hard-to-recycle items serving residents within Gwinnett County
- Created multiple media platforms for advertising and site content
- Processed and collected payments and transported items to recycling center

Special Projects Coordination Team Suwanee, GA
EMC Security, Monitoring and Operations Facility June 2019 - August 2019

- Exported key data for planned acquisition target in the North Georgia and North Carolina areas
- Collaborated with team to extract information from target company database and import into EMC database system
- Organized customer information through Excel Spreadsheets and MicroKey to meet daily team goals

Brand Ambassador Athens, GA
Clearwater Vodka August 2018 - May 2019

- Increased brand awareness by sharing relevant content on social media websites
- Promoted company and products through advertising viral images and campaigns

CUSTOMER SERVICE EXPERIENCE

Front Desk Executive Athens, GA
Perfect Body Wax July 2019 - Present

- Diligently filed client demographics into database, managed records, and retrieved information
- Coordinated appointments by accommodating both esthetician and client schedules
- Successfully recruited and trained 4 new employees within a 30 day period
- Oversaw finances, processed payments, and presented reports to owner at end of each day

Event Planner Athens, GA
Athens Area Homeless Shelter, UGA Program and Event Management August 2018 - December 2018

- Directed team to plan and successfully execute event by collaborating with donors and vendors
- Generated over \$2000 in fundraising through promoting event and hosting percentage nights at over 4 locations
- Developed presence on social media in order to promote and advertise event

CAMPUS & COMMUNITY INVOLVEMENT

Designated Dawgs, Volunteer driver March 2019 - Present

Undergraduate National Communication Association, Vice President January 2019 - Present

- Planned, coordinated, and recruited committees to manage series of meetings and programs for Communication majors
- Expanded club membership by over 40%

Women in Business, Active Member January 2019 - Present

Advertising Club, Active Member January 2019 - Present

Sugarloaf United Methodist Church, Vacation Bible School Leader June 2016 - Present

SKILLS

Language skills: Conversational Spanish

Technical Skills: Microsoft Office Suite, MicroKey, Visual Response