

# DEANNA FISHER

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## EXPERIENCE

### The Green Chair Project

Intern, June 2014 to present- Raleigh, North Carolina

Assisted in the overall growth and influence of their social media reach within the local market as well as developed a web-based newsletter. Also coordinated the branding and marketing efforts of the annual fundraiser coupled with the implementation of an overall pricing and inventory system for the retail department. Supported in not only the day-to-day business operations of the non-profit organization but also implemented budget saving practices in multiple departments.

### WRAL.com

Intern/Shadow, June 2014 to present- Raleigh, North Carolina

Assisted in overall set up, break down and production of local events such as the Raleigh Beer Guide launch, various "Go Ask Mom" events, Midtown Beach Music Series and Fan Town Hall with 99.9FM The Fan radio. Contributed to the overall increase of social media followers and interaction during and following various events.

### Swamp Restaurant

Server, April 2012 to May 2014- Gainesville, Florida

Demonstrated superior ability in customer service and suggestive selling skills in a high volume and high stress environment. Also exhibited high value multi-tasking abilities when placed in leadership roles.

### Saving Young Hearts & Parent Heart Watch

Volunteer, May 2006 to present- Orlando, Florida

Assisted in the creation of advertising brochures as well as brainstorming sessions to develop new campaign ideas and execution. Also assisted with the preparation of educational booths and fundraising events throughout the area.

### **Canine Companions for Independence**

Volunteer, January 2005 to present- Orlando, Florida & Raleigh, North Carolina

Assisted in the set up, marketing and production of the annual Tales and Tails fundraising gala. Also participated in puppy intake and adult matriculation procedure as well as ceremony in addition to the puppy-raising program.

## **EDUCATION**

### **University of Florida**

Graduated May 2014- Gainesville, Florida

Bachelor of Science in Advertising with a concentration in human psychology

Active member of AdSociety

### **Santa Fe College**

Graduated May 2011- Gainesville, Florida

Associate of Arts in Business Sciences

Associate of Science in Zoo Animal Technology

### **Winter Park High School**

Graduated May 2008- Winter Park, Florida

Editor of school yearbook publication

## **COMPUTER PROGRAM SKILLS**

Adobe Photoshop CS6

Adobe InDesign CS6

Illustrator

Aloha operating system

Mac operating system

Windows operating system