

CASSIDY BELK

EDUCATION

Valparaiso University

GPA: 3.5/4.0

Bachelor of Science in Business Administration

Major: Marketing, Minor: Public Relations *Member of Christ College (Honors College)*

Anticipated 2022

LEADERSHIP, WORK, & INTERNSHIP EXPERIENCE

Flixi LLC

October 2020 - Present

Social Media and Marketing Specialist Intern (unpaid)

Remote

- Plan and implement a PR / marketing strategy for Social Media
- Engage with customers and find ways to better meet their needs
- Work directly with CEO and owners of the company to create a unique brand

Journey Websites

May 2020 - Present

Graphic Design and Social Media Marketing Intern

Remote

- Design social media posts and informational graphics using Canva
- Prepare and implement a PR / marketing strategy for social media accounts
- Manage in-house accounts on all mainstream social media platforms
- Improve Instagram outreach by +344%, followers by +68%, and interactions by +2,600%

Sigma Lambda Gamma National Sorority

May 2020 - Present

Member Development Chair

Valparaiso, IN

- Coordinate productive events with other on-campus organizations
- Facilitate a sisterhood of diversity, equality, and positivity
- Attend weekly meetings and give detailed progress reports

PRSSA (Public Relations Student Society of America)

January 2020 - Present

Event Planner Chair

Valparaiso, IN

- Establish PR plans for various organizations around campus
- Work with a small team to generate client press releases and social media content
- Manage client social media accounts to boost interaction and outreach

Hooked on Tonics A Capella

August 2018 - Present

President

Valparaiso, IN

- Exercise Microsoft Excel and Word to form detailed notes and charts
- Organize and distribute rehearsal notes
- Arrange music using MuseScore software

Target

August 2019 - September 2020

Style Consultant

Valparaiso, IN

- Performed detail-oriented tasks in a timely and organized manner
- Communicated with team leads to efficiently meet customer needs
- Restructured department monthly to increase sales

Habitat for Humanity

Spring 2019 & Spring 2020

Construction Volunteer & Student Leader

Biloxi, MS

- Volunteered in rural home construction project
 - Implemented different power tools to build the foundation of a house
 - Conducted civic reflection discussions after work was completed
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TECHNICAL SKILLS

- | | | |
|--|-----------------|-------------------|
| • (Basic knowledge) HTML & CSS, Python | • Canva | • Google Suite |
| • (Proficient) Twitter, Pinterest, Instagram, Facebook, LinkedIn | • Slack & Asana | • Microsoft Suite |