

Objective

I am looking to gain the opportunity to further my career within the advertising/marketing/public relations field with a position in account services, social/digital media coordination or branding.

Personal Summary

I am an enthusiastic and creative individual with an entrepreneurial spirit. I possess definite abilities in leadership, planning and organization. Able to take initiative and prioritize assignments to bring order to chaos and meet time-sensitive deadlines.

Skills Summary

I have 7 years of customer service, crisis management and administration experience. I am skilled with Microsoft Office, social/digital media outlets, campaigns and analytics, event planning, marketing campaigns, sales, preparing and executing presentations, basic knowledge of the Adobe Creative Suite and basic professional camera operations.

Qualification Statements

- Excellent written and verbal communication skills with training in appropriate Associated Press style and writing for multiple media platforms including press releases, digital media, proposals, broadcast scripts and media alerts
- Assisted in traditional media buying for national and local companies during my apprenticeship with J. Lehr Advertising.
- Responsible for creating and submitting the new and current slogan "It's your time, Master it," for the UCO Jackson College of Graduate Studies.
- Responsible for marketing and selling advertising for the university newspaper, The Vista and The Edmond Sun.
- Assumed leadership positions in several collaborative projects including development of a media plan for Rebuilding Together OKC, a full advertising campaign for UCentral Media and a media kit for Keep Oklahoma Beautiful.
- Can write, plan, schedule and budget a comprehensive media plan using traditional and nontraditional media.
- Held a leadership position in the 2012 and 2013 American Advertising Federation NSAC Competition for Nissan and Glidden.
- Helped organize and develop the Student Alumni Association as the first President.
- Created, planned and executed the first Student Alumni Association Dinner event in February 2013.
- Planned and hosted meetings with guest speakers as the President of the UCO Ad Club.
- Responsible for all bill reconciliations, bank deposits and account managing on a regular basis.
- Created, planned and executed promotional events for the City of Edmond's Pelican Bay Aquatic Center.
- Planned and led training classes for new employees.
- Member of the Ad2Okc young professionals group.

Career Related Work Experience

- *Multi-Media Sales Consultant*
The Edmond Sun
- *Manager*
The City of Edmond Parks and Recreation- Pelican Bay Aquatic Center; May 2007 to present
- *Office Assistant*
The Alumni Association at the University of Central Oklahoma
- *Media Buying Assistant/Intern*
J. Lehr Advertising; December 2012- March 2013
- *Advertising Manager*
The University of Central Oklahoma- Vista Media; January 2012 to 2013

Education

- Bachelor of Arts in Advertising with minors in Public Relations and Marketing The University of Central Oklahoma; Edmond, Oklahoma