

VALERIE TRAMMELL

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EMPLOYMENT:

2012-present | **Communications Coordinator** | Office of Undergraduate Admissions,
Oklahoma State University

- Create and implement innovative online content, including social media, email marketing and website material.
- Manage multiple projects simultaneously in deadline-driven, high-pressure environment. 2012-13 recruitment and communications efforts resulted in the largest freshman class in university history.
- Supervise staff of three communications specialists on variety of outreach efforts, including publication design and creation, social media strategy, email marketing and event planning.
- Oversee adaptive mobile website redesign, ensuring content is easily viewed on all mobile devices.

2010-2012 | **Communications Specialist** | Office of Undergraduate Admissions,
Oklahoma State University

- Wrote, edited and designed printed and online communication with prospective students, including the Oklahoma State University viewbook, a university showpiece.
- Redesigned and rewrote departmental website, resulting in more than 235% increase in prospective student online inquiries.
- Managed departmental website using the Drupal content management system.
- Implemented a comprehensive and cohesive social media strategy.

2008-2010 | **Senior Communications Technician I** | Oklahoma State University Library

- Planned and coordinated a variety of public programming and events, including a fundraising dinner with T. Boone Pickens that raised \$30,000.
- Wrote, edited and designed printed materials and publications using Adobe InDesign.
- Maintained social media presence for the Library, including Twitter and Facebook accounts.
- Edited and maintained news, events and fundraising aspects of the OSU Library website.
- Assisted public outreach efforts through guided tours, personal interaction and media contact.

EDUCATION:

Master of Science in Mass Communication, Oklahoma State University, 2012

Bachelor of Arts in Journalism and Broadcasting, Oklahoma State University, 2008

Public Relations, News-Editorial Journalism options

Bachelor of Arts in History, Oklahoma State University, 2006

QUALIFICATIONS:

Proficiency in Adobe InDesign and Microsoft Office Suite. Aptitude in Adobe Dreamweaver and Photoshop. Basic understanding of HTML and CSS. Proficiency in Joomla and Drupal content management systems. Ability to quickly write material in both journalistic and narrative style. Firm knowledge of Associated Press style. Excellent organizational skills. Extensive project management experience. Ability to multi-task without loss of completeness of work. Great attention to detail and ability to think creatively.