

## Elizabeth Chester

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### Education

University of Colorado: Boulder

August 2018 to May 2022

*B.A. Strategic Communications emphasis in Public Relations*

*Minor Creative Technology and Design*

Cumulative GPA 3.79 | Chancellor's Achievement Scholarship

### Relevant Coursework

*Writing for PR*

- Crafted mock press releases, fact sheets, social media and news audits, pitch letters and campaign outlines for a hypothetical client.

### Relevant Experience

**Project Management Intern, Parallel Path Digital Marketing Agency**

August 2020 to Present

- Assist operations lead in client facing projects for creative team.
- Ideate blog posts and social media captions for clients on a weekly basis.
- Edit client websites using WordPress and HubSpot.
- Research clients, competitors, and relevant topics to aid team in creating presentations for clients.
- Alter documents using Adobe XD to create uniform templates for agency branding.
- Utilize Google sheets and Microsoft excel to create weekly creative team meeting agendas and other miscellaneous projects within the company.

**Outreach and Development Coach, Career Services CU Boulder**

August 2019 to Present

- Craft and deliver presentations for the Career Services office on a variety of topics related to career development and general office information to upwards of 50-person student groups.
- Design a 56-page Microsoft Teams user guide on a team of three including full descriptions of applications and GIFs for the office to use during remote transition.
- Mentor CU students who seek resume and cover letter review, career search advice, and navigation of the career services office during weekly drop-in hours.
- Collaborate with team members during weekly team meetings to improve office outreach and impact on CU students.

### Additional Experience

**Trail Counselor, Teton Valley Ranch Camp, Dubois, WY**

June to August 2020

- Led backcountry trips for 11 middle school aged girls for two weeks in the Bridger Teton National Forest.
- Used creative problem solving to address conflicts on the trail including environmental, physical, and social.
- Managed risk and used intense logistical planning to execute a safe, fun, and successful time on the trail.
- Addressed interpersonal disputes between campers, medical emergencies, and emotional resiliency.

**Cabin Counselor and Kitchen Assistant, Teton Valley Ranch Camp, Dubois, WY**

July to August 2019

- Created strategic plan with Co-Counselor to ensure a safe and positive living environment for 10 middle school girls for a month.
- Led backcountry trips for campers and instructed them on the importance of risk management.
- Communicated with parents about their child's experience and wellbeing.
- Assisted with preparation of daily meals for 200+ people on a team of six for over a month.
- Worked in a high-pressure kitchen environment with concrete deadlines using effective time management.

### Campus Involvement

Kappa Alpha Theta- Beta Iota Chapter

October 2018 to Present

### Skills

- Proficiency with Microsoft Word, Excel, Teams and PowerPoint
- Social Media Platforms such as LinkedIn, Facebook, Instagram, Snapchat, TikTok, Twitter, YouTube and Pinterest
- Familiar with Python; Adobe Creative Cloud Applications
- Wilderness First Responder Certification