

## **Education**

**Michigan State University:** Expected 2017

Bachelor of Arts in Communication and Professional Writing with a minor in Public Relations  
Current cumulative GPA of 3.76

## **Professional Experience**

**Assistant Advertising Manager** | August 2015-present

The State News

- Implemented new project management applications to remind the advertising department of upcoming deadlines and staff meetings.
- Created 100+ advertising campaigns for the account executives to expand upon and present to possible clients in order to drive departmental revenue.
- Held regular meetings with individual staff members to address any concerns and brainstorm ideas to overcome client objections.

**Technical Writer** | March 2015-August 2015

The College of Arts and Letters

- Composed a web-training manual that advised College of Art and Letters department employees how to edit and add content to their existing websites.
- Organized several face-to-face training meetings with CAL departments.
- Copy-edited several of the existing CAL department sites, and fixed structural problems in their HTML, CSS, and PHP code.

**Web Manager and Account Executive** | August 2014-August 2015

The State News

- Managed web promotions, online advertising content, and elicited tips and staff training sessions to increase web clientele.
- Managed 140+ prospective and current clients in cross-platform advertising sales, including print, outdoor, online and mobile sales.
- Grew print and digital clientele that resulted in quarterly revenue of over \$13,000.

**Marketing and Communications Intern** | May 2014-August 2014

Museum of Contemporary Art Detroit

- Conducted several research projects on Grant opportunities, website hosts, and social media marketing strategies and completed detailed reports on each that helped shape the current marketing plan.
- Copy-edited and reformatted several press releases, brochures, and countless reports.
- Constructed a Digital Strategy Plan to serve as the instructional external communications plan including social media posts and web content that set the standards for future marketing employees.

## **Individual Experience**

- Fulfilled all Public Relations needs for C.A.R.E, the community service club on campus including designing a logo, managing social media marketing, distributing promotional fliers, and planning fundraising events.
- Studied Mass Media abroad in the United Kingdom and Ireland during the summer of 2015.
- Participated in the 2015 CMBAM Managers conference in July to learn keen leadership skills, and best manager practices from one of the top sales and development trainers.
- Attended the annual 2015 CMBAM conference where top media organizations hosted educational seminars on improving sales skills and marketing campaigns.