



**The Academy of Model Aeronautics, Muncie, Ind.
Web Content Manager, Education Department**

February 2015 to present

Authors and designs original content for amaflightschool.org

Researches and compiles content from industry experts

Designed UAS4STEM.org using WordPress garnering 50 applications in the first week of deployment



más, Modern Mexican Restaurant, Chicago, Ill.

Marketing Assistant/Graphic Designer

June 2014 to October 2014

Designed promotional materials for product campaigns; includes a tequila tasting series that grew from an average of ten to an average of 30 attendees in three months

Created customer and employee reward programs

Generated and maintained partnerships with local businesses to further growth of customer base by ten percent



Kitchens By Design, Indianapolis, Ind.

Marketing Intern

January 2014 to May 2014

Composed and scheduled daily social media content via Hootsuite

Increased social media (Facebook, Twitter, Instagram)

followers and interaction by 75 percent

Authored and curated lifestyle blog using Tumblr

Created and implemented strategic communication plan



Ball State University, Muncie, Ind.

Housing and Residence Life

Multicultural Advisor

August 2012 to May 2014

Planned and promoted six campus-wide (hundreds of attendees) and eight residence hall events (approximately 100 attendees) per year with a staff of four

Led design of promotional materials for each event

Acted as liaison between students and university concerning issues of diversity and multiculturalism

Presented at the 2013 Black Issues Conference and the 2014 Diversity Symposium



Transfer Indiana, Muncie, Ind.

Marketing Assistant

August 2013 to December 2013

Constructed more efficient site map

Redesigned look and feel of website

Copywrote new web content

Designed marketing materials and logos

Rebranded Transfer Indiana initiatives



WIPB-TV, Muncie, Ind.

Marketing Assistant

May 2013-August 2013

Wrote and edited articles and listings of On The Air magazine

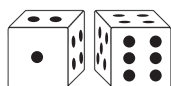
Designed feature pages for On The Air Magazine

Developed daily web content for wipb.org

Created and disseminated weekly e-newsletter via MailChimp

Designed special event fliers, billboard ad and e-vite

Composed and scheduled daily social media content (Facebook, Twitter) via Hootsuite



Cardinal Communications, Muncie, Ind.

Account Coordinator

September 2012-December 2013

Boys and Girls Club of Muncie

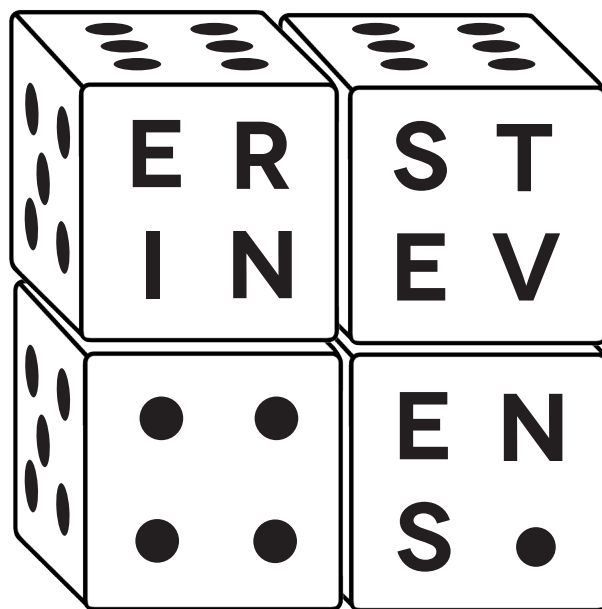
Co-wrote strategic communication plan

Muncie Chamber of Commerce

Co-wrote strategic communication plan

Muncie Downtown Development Partnership

Wrote news releases, fact sheets, pitch e-mails



ERIN STEVENS

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ERINRSTEVENS.ME

BALL STATE UNIVERSITY, MUNCIE, IND.

BACHELOR OF SCIENCE IN PUBLIC RELATIONS

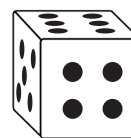
DECEMBER 2014

HONORS COLLEGE

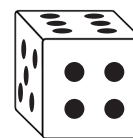
GPA: 3.5/40

ADDITIONAL SKILLS/EXPERIENCE

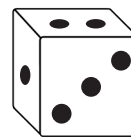
INDESIGN



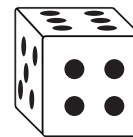
PHOTOSHOP



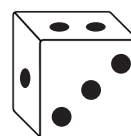
ILLUSTRATOR



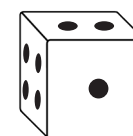
WORDPRESS



HTML/CSS



JAVASCRIPT



Lifetouch NCC, Muncie, Ind.

Customer Service Representative

September 2014 to March 2015

Victoria's Secret, Greenwood, Ind.

Sales Associate, May 2012 to December 2012