



**Indiana City Brewing Co., Indianapolis, Ind.**  
**Marketing and Events Coordinator**

October 2015 to present

**Increased** social media presence and engagement by 75 percent in two months (Facebook, Twitter, Instagram, Google and Yelp)

**Schedules, staffs and promotes** events outside of the taproom

**Designs** digital and print media to further the success of B2B and taproom sales

**Enhances** website with updated content, user-friendly navigation and optimized graphics



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

February 2015 to September 2015

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

**Authored and designed** original content for AMAFlightSchool.org

**Researched and compiled** content from industry experts to educate via AMAFlightSchool.org



**más, Modern Mexican Restaurant, Chicago, Ill.**  
**Marketing Assistant/Graphic Designer**

June 2014 to September 2015

**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



**WIPB-TV, Muncie, Ind.**  
**Marketing Assistant**

May 2013-August 2013

**Wrote and edited** articles and listings of On The Air magazine

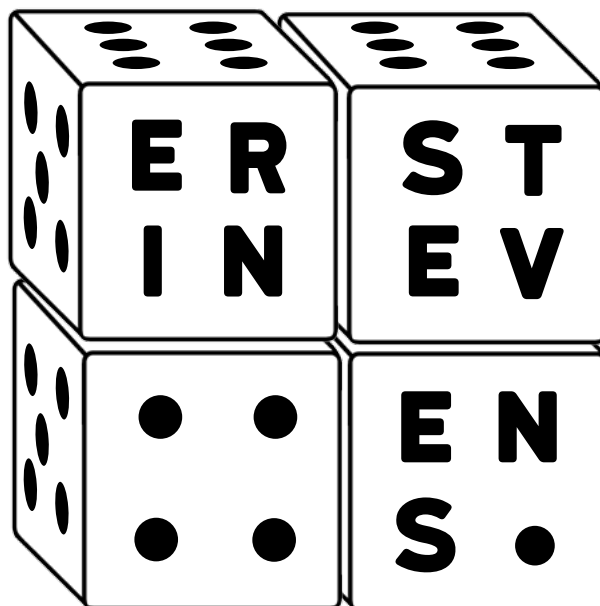
**Designed** feature pages for On The Air Magazine

**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



**ERIN STEVENS**

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**BALL STATE UNIVERSITY**  
**MUNCIE, IND.**

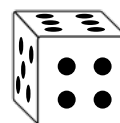
BS IN PUBLIC RELATIONS

DECEMBER 2014

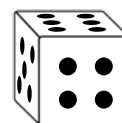
HONORS COLLEGE

**ADDITIONAL SKILLS/EXPERIENCE**

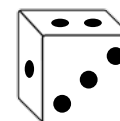
INDESIGN



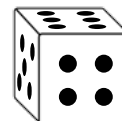
PHOTOSHOP



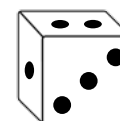
ILLUSTRATOR



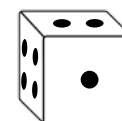
WORDPRESS



HTML/CSS



JAVASCRIPT



**Indianapolis Museum of Art, Indianapolis, Ind.**  
**Gallery Guide**

September 2015 to present

**Lifetouch NCC, Muncie, Ind.**  
**Customer Service Representative**  
 September 2014 to March 2015