



Kitchens By Design, Indianapolis, Ind.

Marketing Intern

January 2014 to May 2014

Authored and curated blog

Composed and maintained social media content

Researched potential media outlets for coverage

Increased social media presence and interaction by 75 percent

Created and implemented strategic communication plan

Implemented customer feedback survey



Ball State University, Muncie, Ind.

Housing and Residence Life

Multicultural Advisor

August 2012 to May 2014

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

Led design of promotional materials

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

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



Transfer Indiana, Muncie, Ind.

Marketing Assistant/Web Designer

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

Updated web content for wipb.org daily

Created and disseminated weekly e-newsletter

Designed special event fliers, billboard ad and e-vite

Managed daily social media content



Cardinal Communications, Muncie, Ind.

Account Coordinator

September 2012-December 2013

American Red Cross, Ball State

Promoted events with team of five

Maintained sponsor relations with team of five

Boys and Girls Club of Muncie

Contributed to strategic communication plan

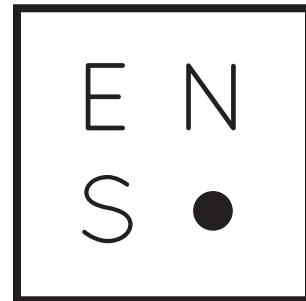
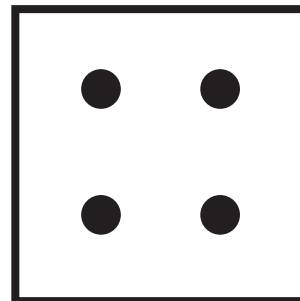
Muncie Chamber of Commerce

Co-wrote strategic communication plan

Led Facebook volunteer campaign

Muncie Downtown Development Partnership

Wrote news releases, fact sheets, pitch e-mails



BALL STATE UNIVERSITY, MUNCIE, IND.

BACHELOR OF SCIENCE IN PUBLIC RELATIONS

HONORS COLLEGE

GPA: 3.6/4.0

EXPECTED GRADUATION: DECEMBER 2014

CURRENT LOCATION: CHICAGO

ERIN STEVENS

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ERINRSTEVENS.COM

LINKEDIN.COM/IN/ERINRSTEVENS

INDESIGN



PHOTOSHOP



ILLUSTRATOR



DREAMWEAVER



WORDPRESS



HTML/CSS

