
erin stevens

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work

March 2017 to Present

Self

Freelance Marketing/Blog Writer

Needles & Thread Co.

Company Owner

October 2015 to March 2017

Indiana City Brewing Company

Marketing Coordinator/Bartender

- Managed all social media channels and increased presence and engagement by 30 percent within 12 months
 - Planned and promoted events (e.g. musical performances, beer festivals, fundraisers, large brewery parties) contributing to a 15 percent growth in attendance and revenue for annual events
 - Designed digital and print media contributing to an overall growth of 21 percent sales growth in 12 months
 - Maintained website design and content
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February 2015 to September 2015

The Academy of Model Aeronautics

Web Content Manager, Education

- Designed UAS4STEM.org
 - Created original educational content for AMAFlightSchool.org
 - Researched and compiled content from industry experts to educate young AMA members
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June 2014 to September 2015

Más, Modern Mexican Restaurant

Marketing Assistant, Graphic Design

- Increased customer base by 10 percent in three months by fostering and maintaining partnerships with local businesses
 - Grew special event attendance by 60 percent per event in three months through social media and print campaigns
 - Increased return business by nine percent in three months by creating customer and employee reward programs
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August 2012 to May 2014

Ball State University, Residence Life

Multicultural Advisor

- Presenter at the 2013 Black Issues Conference and the 2014 Diversity Symposium
- Planned and promoted six campus-wide and eight residence hall events per year with a staff of four resulting in approximately 2400 attendees
- Liaised students and university concerning issues of diversity and multiculturalism

education

May 2011- December 2014

Ball State University

BS in Public Relations

Honors College

commu- nication skills

Social media marketing (e.g. content creation, photography, Facebook, Twitter and Instagram paid marketing), public relations writing (e.g. press releases, news releases etc.), blog writing, copywriting, public speaking, listening, empathy

business skills

Event planning, networking, budget and team management, idea generation, strategic and innovative thinking, media law & policy

tech skills

Proficient: InDesign, Photoshop, Illustrator, WordPress, Microsoft Office & Excel
Working: HTML, CSS, JavaScript

off work

Avid cyclist & yogi
Craft beer nerd
Passionate vegan home cook