
erin stevens

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work

October 2015 to March 2017

Indiana City Brewing Company

Marketing & Events Coordinator

- Managed all social media channels and increased presence and engagement by 30 percent within 12 months
- Scheduled, staffed and promoted events (e.g. 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
- Tended bar in taproom and outside events

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

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

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 & 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

January 2014 to May 2014

Kitchens By Design

Marketing Intern

May 2013 to August 2013

WIPB-TV

Marketing Assistant

education

May 2011- December 2014

Ball State University

BS in Public Relations

Honors College

commu- nication skills

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

business skills

Networking, budget & team management, idea generation, strategic & 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