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EDUCATION

Ball State University, Muncie, Ind.
Bachelor of Science in Public Relations
Honors College
December 2014



SKILLS

InDesign, Photoshop, Illustrator, HTML, CSS, Javascript, PR writing, social media marketing, Facebook paid marketing, email marketing, media relations, UI/UX design, WordPress, Hootsuite, copy editing, creative writing, blog writing, event planning, public speaking, illustration



EXPERIENCE

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
Writes press releases and maintains relationships with media
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

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

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

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