



**más, modern mexican restaurant, Chicago, Ill.**  
**Marketing/Graphic Design**  
 June 2014 to Present

**Designs** promotional materials  
**Creates** customer/employee reward programs  
**Generates and maintains** partnerships with local businesses



**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



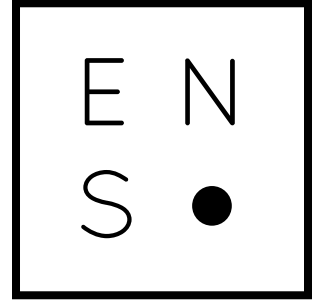
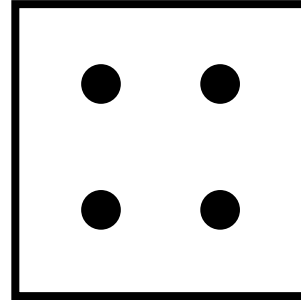
**Cardinal Communications, Muncie, Ind.**  
**Account Coordinator**  
 September 2012-December 2013

**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 volunteerism campaign

**Muncie Downtown Development Partnership**  
**Wrote** news releases, fact sheets, pitch e-mails



**ERIN STEVENS**

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 ERSTEVENS@BSU.EDU  
 ERINRSTEVENS.ME

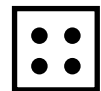
**BALL STATE UNIVERSITY, MUNCIE, IND.**  
 BACHELOR OF SCIENCE IN PUBLIC RELATIONS  
 HONORS COLLEGE  
 GPA: 3.5/40  
 GRADUATION: DECEMBER 2014

## SKILLS/EXPERIENCE

INDESIGN



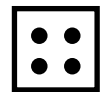
PHOTOSHOP



ILLUSTRATOR



WORDPRESS



HTML/CSS



JAVASCRIPT



**Victoria's Secret, Greenwood, Ind.**  
**Sales Associate, May 2012 to December 2012**

**Dye's Walk Country Club, Greenwood, Ind.**  
**Banquet Server, Hostess, May 2009 to August 2012**