



**The Academy of Model Aeronautics, Muncie, Ind.  
Web Content Manager, Education Department**

February 2015 to present

**Authors and designs** original content for amafightschool.org

**Researches and compiles** content from industry experts

**Designed** UAS4STEM.org using WordPress garnering 50 applications in the first week of deployment



**más, Modern Mexican Restaurant, Chicago, Ill.  
Marketing Assistant/Graphic Designer**

June 2014 to October 2014

**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



**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



**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



**Transfer Indiana, Muncie, Ind.  
Marketing Assistant**

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

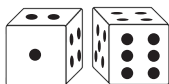
**Designed** feature pages for On The Air Magazine

**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



**Cardinal Communications, Muncie, Ind.  
Account Coordinator**

September 2012-December 2013

**Boys and Girls Club of Muncie**

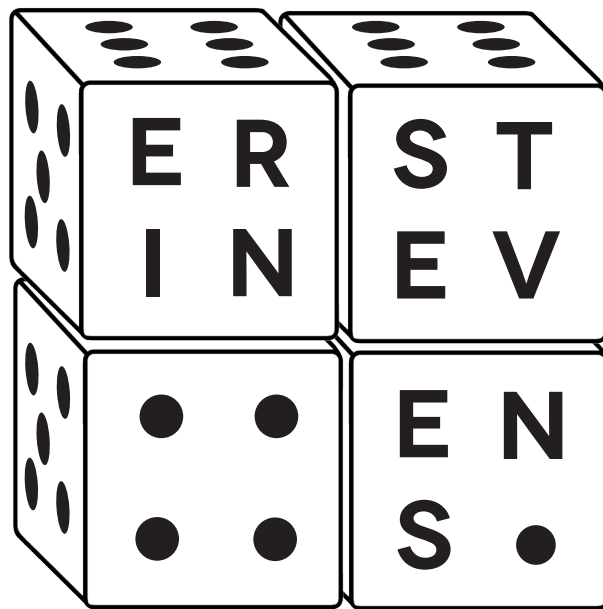
**Co-wrote** strategic communication plan

**Muncie Chamber of Commerce**

**Co-wrote** strategic communication plan

**Muncie Downtown Development Partnership**

**Wrote** news releases, fact sheets, pitch e-mails



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**ERIN STEVENS**

317.450.8660

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ERINRSTEVENS.ME

**BALL STATE UNIVERSITY, MUNCIE, IND.**

**BACHELOR OF SCIENCE IN PUBLIC RELATIONS**

**DECEMBER 2014**

HONORS COLLEGE

GPA: 3.5/40

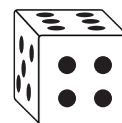
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**ADDITIONAL SKILLS/EXPERIENCE**

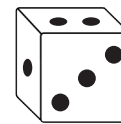
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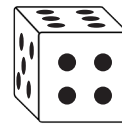
PHOTOSHOP



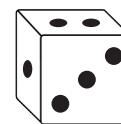
ILLUSTRATOR



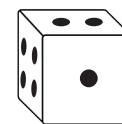
WORDPRESS



HTML/CSS



JAVASCRIPT



**Lifetouch NCC, Muncie, Ind.**

**Customer Service Representative**

September 2014 to March 2015

**Victoria's Secret, Greenwood, Ind.**

**Sales Associate, May 2012 to December 2012**

**Dye's Walk Country Club, Greenwood, Ind.**

**Server/Hostess, May 2009 to December 2012**