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|  |  | Alexa Labadie  232 Red Feather Trl  Boone, NC 28607 704-701-4532  alexa.labadie@gmail.com |
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| Objective |  | Inventive Advertising Graduate with strong interpersonal proficiencies seeking to utilize my planning, organizational, and writing/creative skills in order to help build fellowship/community relations. I am an ambitious team player with strong leadership skills, outfitted to step into any role necessary in order to meet goals and produce quality work—on any level. |
| **Experience** |  | Wine To Water | Creative Development Intern January 2017-June 2017Developed targeted donor messages and email campaigns using Mailchimp for an internationally-supported non-profit | Tracked donor outreach and contributions through online donor database | Planned and implemented donor communication and recognition through calls, letters, emails, and meetings | Analyzed donor reports to track monetary and event attendance trends | Responsible for answering calls at headquarters and assisting with shipping and inventory of branded merchandiseService Industry Experience May 2011-PresentReferences and separate resume available upon request | Currently working part-time with two restaurants and a local health food store | Customer service experience ranges from fast-casual to fine dining and retailLorem ipsum dolorW. Kerr. Scott Star Party February 2016-May 2016 Facilitated a regional segment of a statewide stargazing and astronomy education event | Responsible for social media interaction and public relations | Headed contact with local schools and organizations to build interest in participation | Wrote news releases for local newspapers and radio stations | Event photographer Lorem ipsum dolorThe Odyssey Online April 2016-October 2016Responsible for posting weekly articles to be shared through social media | Utilized social media trend research to create relatable and relevant content | Responsible for building and maintaining an individual brand as a writerASU Advertising Club January 2014-May 2017 2016/2017 Vice President | Responsible for community relations and seeking professional opportunities for members | Worked directly with the president to organize and implement meetings and club special events with agencies City of Concord Youth Council September 2010-May 2013 Member for 3 years; Marketing chair for final year | Responsible for monthly council newsletters | Responsible for heading and planning one major city event each year | Built and maintained professional relationships with city government officials | Worked directly with the city Parks and Recreation department |  | Wine To Water | Creative Development Intern January 2017-PresentDeveloped targeted donor messages and email campaigns | Tracked donor outreach | Planned and implemented donor communication and recognition through calls, letters, emails, and meetings | Analyzed donor reports to track monetary trendsService Industry Experience May 2011-PresentReferences and Detailed Descriptions available upon request | Currently employed at Wild Craft Eatery on King Street as a server | Proficiency in multitasking, professional communication, and conflict resolutionLorem ipsum dolorW. Kerr. Scott Star Party February 2016-May 2016 Helped to plan a regional segment of a statewide stargazing and astronomy education event | Responsible for social media interaction public relations | Headed contact with local schools and churches for information to potential participants | Wrote news releases for local newspapers and radio stations | Event photographer Lorem ipsum dolorASU Advertising Club January 2014-Present 2016/2017 Vice President | Responsible for community relations and seeking professional opportunities for members | Work directly with the president to organize and implement meetings and club special events The Odyssey Online April 2016-October 2016 Responsible for posting weekly articles to be shared through social media | Utilized social media trend research to create relatable and timely content | Responsible for continuously learning about social media platforms for sharing content Aliquam dapibus.City of Concord Shadow Experience January 2013-May 2013 Worked directly with the city of Concord’s mayor and city planner to organize trips to meet with each department within the city and to process new information | Learned essential professional etiquette | Exposure to professional city assemblies/meetings Lorem ipsum dolorCity of Concord Youth Council September 2010-May 2013 Member for 3 years | Marketing chair for final year | Responsible for monthly council newsletters | Responsible for heading and planning one major city event each year | Attended regular city council meetings | Worked directly with the city Parks and Recreation department |
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| **Education** |  | Appalachian State University (Boone, NC) May 2017 Bachelor of Science in Communications | Major: Communications—Advertising | Minor: Recreation Management Concord High School (Concord, NC) June 2013 Graduated with honors | Cum Laude | Athletic Scholar award 2010 and 2011 | National Honors Society |
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| **Skills** |  | Hootsuite media scheduling and tracking certification | Proficiency in both Microsoft Office and Google Suite | Self-teaching on the Adobe Creative Suite | Mastery in targeted messaging through Mailchimp | Familiarity with non-profit industry databases and online platforms such as Giveffect |
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