

# Audrey Geer

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## EDUCATION

### University of Colorado Boulder – Leeds School of Business

December 2024

Bachelor of Science in Strategic Communication with an emphasis in Advertising

Dual Minor in Sports Media and Business

Cumulative GPA of 3.8

Dean's List: Achieved in 6 of 7 semesters for academic excellence

- **Relevant Projects: Business Capstone Project** – Competed in an entrepreneurial pitch competition, focusing on the financial strategy of our startup, including budgeting, revenue projections, and investment planning
- **Relevant Courses:** Principles of Marketing, Consumer Insights, Sports Writing, Entrepreneurship & Innovation, Brand Solutions, Communication Culture and Sport, Strategic Writing, Research Methods

## EXPERIENCE

### Wild Manor, Boulder, Colorado

September 2024-Present

#### Craft Services

- Managed daily operations of craft services, overseeing logistical planning and organization of supplies to ensure a smooth workflow.
- Gained in-depth knowledge of the post-production industry, including the unique needs of production teams and the fast-paced environment.
- Provided exceptional support to clients, addressing specific requests and ensuring satisfaction with services and product offerings.
- Created social media content for driving brand engagement and increasing online visibility across platforms such as Instagram and LinkedIn

### Field of Vision, Dublin, Ireland

June 2024-August 2024

#### Marketing Intern

- Conducted comprehensive outreach and research to identify and engage potential clients and strategic partners, expanding the company's network.
- Applied for industry awards, participated in pitching processes, and supported fundraising efforts, contributing to the growth of the organization.
- Increased TikTok engagement with a gain of 304k views and 580+ followers, and enhanced website traffic by 69% through consistent and creative social media marketing efforts.
- Enhanced the company website by improving navigation, developing new content pages, and implementing accessibility features to create a more inclusive and user-friendly experience.

### Colorado Congress, Denver, Colorado

January 2024-May 2024

#### Legislative Aide

- Created and posted graphics and videos on social media accounts weekly, promoting legislative work and engaging the public with key messages.
- Developed and distributed newsletters for the campaign, summarizing the team's activities and highlighting progress within the Joint Budget Committee.
- Responded to over 150 mass emails weekly, addressing constituents' concerns and inquiries regarding current legislation, ensuring clear communication and timely follow-ups.
- Coordinated and facilitated virtual events and remote meetings to bridge the geographic gap between Representative and constituents, ensuring consistent engagement.

## SKILLS AND CERTIFICATIONS

- Tableau Certification
- Google Ads and Analytics Certification
- Canva: Skilled in designing eye-catching visuals for social media, marketing campaigns, and presentations.
- Proficient in Microsoft Excel, PowerPoint, and Word, with advanced skills in data analysis, presentation design, and document creation to support effective communication and decision-making.

