

# Sally Ann Edwards

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158 Waterberry Road  
Woodlawn, Virginia 24381

## Where I Studied

**Liberty University** - Lynchburg, Virginia  
B.A. in Communication: Advertising and Public Relations  
Expected Graduation: May 2014

## What I've Done

### **Liberty Dining by Sodexo - Marketing Intern**

January 2014 - Present

- + Strategic social media planning
- + Staffing promotional booths
- + Event planning and execution

### **The Beach League - Communications Intern**

Summer 2013

- + Organized and tracked all social media
- + Designed digital and print promotional materials
- + Edited pictures and copy for website newsroom
- + Planned all-star game and showcase

### **Independent Consulting**

- + Country Formals and Gifts - Hillsville, Virginia
- Social media consulting
- Create advertising strategy
- + Central Virginia Ballet Studio - Lynchburg, Virginia
- Write and produce website content
- Design promotional flyers

Fall 2013

Fall 2013

## How I Do It

- + Master of Associated Press Style
- + Familiar with Microsoft Office, Adobe InDesign, Photoshop and Final Cut Pro
- + Digital research guru

## Where I Worked

### **Liberty University Student Leadership - Resident Assistant**

January 2014 - Present

- + Peer Counseling
- + Mediate Conflicts
- + Crisis Management

### **Cracker Barrel Old Country Store - Server**

May 2012 - Present

- + Recieve and clarify guests' orders
- + Script and promote special offers to drive sales
- + Resolve conflicts with guests and managers

### **Liberty University Intercollegiate Debate Team**

2010-2013

- + Coordinating camp activities and research labs
- + Judge and Coach high school tournaments
- + 2012 Clarion University Autumn Debate Tournament  
Champion and Fourth Place Speaker