

30110 LAKEVIEW AVE – RED WING, MN 55066 – 651.307.3572 – BYSTR020@UMN.EDU

# PAIGE BYSTROM

## OBJECTIVE

To obtain a position for which I can bring my knowledge, ambition, and drive to accomplish the tasks I receive and to do so effectively and professionally.

## SUMMARY

- Strong ambition to learn and exemplify my experiences and personality through my work
- Excellent teamwork and communication skills
- Ability to manage time properly and efficiently

## EDUCATION

University of Minnesota

**Bachelor of Arts, Strategic Communications**

**Minor in Design**

GPA 3.35

Minneapolis, Minnesota

Anticipated graduation date of May 2015

## RELATED EXPERIENCE

### **Lead User-experience Designer**

National Student Advertising Competition

Minneapolis, Minnesota

March 2011- August 2011

- Conducted primary research including survey analytics, focus group moderation, and secondary research
- Applied research to the conception and design of both the webpage and the app mockup
- Utilized Adobe Illustrator, InDesign, and Photoshop to meet the design needs of the client

### **Communications Intern**

Thrifty Hipster LLC.

Minneapolis, Minnesota

May 2013-August 2013

- Proposed and coordinated events with local restaurants and bars and formed relationships with locals around the Twin Cities
- Managed social media and online contests and interacted with users and restaurant owners
- Entered data and events into calendars and spreadsheets

### **Photographer**

Red Lens Photography

Minneapolis, Minnesota

July 2010-May 2013

- Booked shoots with bands including negotiating prices and communicating with multiple clients on a daily basis
- Managed the social media and create promotional graphics

## OTHER EXPERIENCE

### **Communications Intern**

Video Trading Co.

Red Wing, Minnesota

May 2012-August 2012

- Strategized about marketing new deals and promotions through in-store promotions, social media, and the local newspaper
- Assisted with graphic design needs including creating a new logo and promotional graphics
- Photographed new products for social media purposes

### **Dance Your Heart Out Volunteer**

Camp Heartland

Bloomington, Minnesota

March 2010

- Encouraged donations for the cause from shoppers at the Mall of America
- Communicated and assisted celebrity guests around the mall

### **Hostess/Server**

The Pourhouse Minneapolis

Minneapolis, Minnesota

November 2013- Present

- Answered phones and communicated with customers constantly through restaurant and out-of-restaurant promotions
- Problem-solved creatively and efficiently when customers needed to be accommodated

## ACTIVITIES

National Student Advertising Competition

September 2012-Present

Advertising Club

January 2012-May 2014

Minnesota Interactive Marketing Association Student Board Member

November 2012-May 2013

University of Minnesota Intramural Co-Ed Volleyball and Soccer

September 2011-May 2014

University of Minnesota Homecoming Ambassador

October 2011