

Experience

Public Relations Coordinator & Graduate Assistant
University of Alabama Women's Resource Center
 Tuscaloosa, AL | August 2012 - May 15, 2014



- Aug. 2012
- Mar. 2014

Facebook likes increased by 94.4% since I began managing the WRC page in 2012.



Increased WRC organic Facebook reach from 104 (Aug. 2, 2012) to 2,636 (Mar. 13, 2014)

Maintained press contact with organizations such as The Crimson White & WVUA, as well as wrote press releases in AP style.

it's time
#SAAM
 to talk about it.



Managed a listserv of over 2,700 email recipients and increased email open rates from 300 to 750 opens weekly.



Designed advertising & promotional materials for over 50 events in 2013-14.

Sales Team Leader & Summer Intern
University Directories Publications
 Florence, AL | May 2013 - July 2013

Marketing Consultant
Washington County Economic Development Initiative
 Chatom, AL | September 2012 - May 2013

\$16k

Worked with another team member to achieve \$16,135 in sales during summer internship.

#36

Personal sales performance ranked #36 in Southeastern region.

25

Averaged 25 in-person sales calls each day of 12 week internship.

Attended week-long Sales Foundations Academy at UNC-Chapel Hill. Learned essential sales skills, team management, and sales goal-setting.

Advised clients in ways to better market their businesses and designed advertisements for clients such as The Princeton Review, State Botanical Garden of Georgia, and The University of North Alabama for print publication.

OFF CAMPUS BOOKSTORE

472 North Court St, Florence, AL.
 Mon - Thu: 8:30 am - 5 pm
 Fri: 8:30 am - 4 pm
 (256) 764-7507
 f UNA Off Campus Bookstore



Visual brand consultant: designed a 37 page publication for Washington County to be distributed to potential businesses.

Worked with a team of four graduate marketing students to develop marketing aimed in bringing business growth into rural areas in Alabama.

Skills indesign illustrator
 AP style photoshop marketing
 communications social media
 microsoft office suite

Education

The University of Alabama, May 2014
 Master of Science in Marketing and Management
 Graduate Candidate
GPA: 3.75/4.0

The University of Alabama, May 2012
 Bachelor of Arts in Communication and Information Sciences
Concentration: Visual Journalism
GPA: 3.18/4.0

The University of Alabama, May 2012
 Bachelor of Arts in General Music
GPA: 3.18/4.0