Nikki Reist

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EDUCATION:

Millersville University, Millersville, Pennsylvania
Bachelor of Science in Speech Communication
Major: Public Relations
2014 Graduate **GPA: 3.1/4.0**

Harrisburg Area Community College, Harrisburg, Pennsylvania
Associates of Liberal Arts
2011 Graduate

EXPERIENCE:

Nov. 2013-Present

Administrative Producer/ Social Media Manager
Lavon Films, Lancaster, Pennsylvania

- Maintained multiple accounts, ex: Vimeo, ShootQ, Mail Chimp, and was responsible for over 100 clients and their personal information.
- Organized and managed multiple social media accounts, ex: YouTube, Facebook, Twitter, Pinterest, by posting recent updates from previous events to generate traffic.
- Wrote for Lavon Film's blog and website, creating blog post content geared towards the wedding industry.

May-Sept. 2013

Public Relations Intern
The JDK Group, Camp Hill, Pennsylvania

- Assembled and presented weekly sale profits in Microsoft Excel and Powerpoint
- Coordinated tradeshows and events and provided events with marketing materials
- Administrative assistance to Marketing Department
- Database and file maintenance, created timelines and outlines using Adobe Suites
- Assisted event set up and tear down, assisted in executing the Art of Catering 2013 event in Philadelphia with over 400 guests attending.

July 2011-Present

Sales Associate, Cash-wrap Specialist
Under Armour, Hershey, Pennsylvania

- Supervised and trained over 15 team mates to operate cash register and maintain the sales floor by demonstrating best practices.
- Operated cash-wrap, and assisted a team of 20 during peak holiday periods, which produced $181,000 of sales within 24 hours.
- Acted as liaison between sales associates and managers by communicating concerns, innovations, and ideas.

2011

Brand Ambassador, Promoter
Events & Promotions, Hershey, Pennsylvania

- Promoted arena events and concerts by distributing company flyers, pamphlets and memorabilia.
- Operated ticket booth and documented sales in an organized and timely manner.

VOLUNTEER EXPERIENCE:

Spectator Flow Assistant, and Village Assistant, DEW Tour, ALLI Sports, Ocean City, Maryland 2011- 2013

Runner and Promoter, LAUNCH Music Conference
Lancaster, Pennsylvania, 2012, 2013