

PROFESSIONAL SKILLS PROFILE

- Conduct market research to create advertising campaigns
- Research and develop innovative sales practices for various products
- Performed statistical analysis of research data for communication campaigns and client-based advertising
- Trained in the principles of direct marketing communication, public relations strategies, and advertising design
- Proficient in Microsoft Word, Excel, PowerPoint, Adobe InDesign and Photoshop

EDUCATION

- **Bachelor of Science in Communication Studies**, Liberty University, Lynchburg, VA May 2013
- **Specialization:** Advertising & Public Relations
- **GPA:** 3.7
- **Related Courses:** Principles of Advertising and Public Relations, Communication Campaigns, Publication Design, and Advertising Copywriting/Design

EXPERIENCE

Marketing Team, Selah Yearbook, Liberty University, Lynchburg, VA August 2010 – May 2011

- Worked in collaboration with eight student peers to develop marketing campaigns to promote yearbook sales
- Actively contributed to the development of promotional materials, scripts, and announcements to help with campus-wide promotion for more than 11,000 students
- Team produced record sales for the school

Copy Writer, Liberty Champion, Liberty University, Lynchburg, VA August 2009 – December 2009

- Managed all aspects of story production while adhering to strict deadlines
- Actively recruited volunteers for quotes and special features to reflect a variety of perspectives while maintaining accuracy and an objective writing style
- Regularly consulted with editorial staff to offer input and provide story ideas and advertising campaigns

Intern, Prototype Advertising, Lynchburg, VA, May 2009 – August 2009

- Accumulated more than 360 hours of hands-on training under professional staff
- Developed advertising campaigns for local businesses under the supervision of campaign managers
- Worked on brand identity packages for clients by assisting staff with market research of products, sales, and clientele
- Gained first-hand understanding of client relations and product placement

COMMUNITY SERVICE

Resident Assistant, Liberty University, Lynchburg, VA August 2011 – May 2012

- Co-led a team of 4 to oversee a dormitory of 60-65 diverse female students
- Developed and implemented strategic hall partnerships with local non-profit organizations, increasing their volunteer base by 75% in one year
- Established skills in crisis management, interpersonal communication, and conflict management through arbitrating conflict with students on the dormitory