

Objective:

Innovative professional with advertising and marketing experience seeking to enhance a business' success. Extensive background with creative problem solving, media writing, working with a team and individually. Eager to learn new concepts and ideas.

Related Skills

Adobe Creative Suite
Copywriting
Analysis
Final Cut Pro
Research
Photography
Excel
Social Networking
Apple iWork

Education

The University of Tampa
Bachelor of Arts and Letters
Advertising & Public Relations
Communication minor

Florida Gulf Coast University
Psychology
Communication minor

Recognitions

Best Creative, NSAC
2013

Dean's List Award
2013

National Leadership
Honor Society,
Omicron Delta Kappa
2012-2013

Work Experience

Education Marketing Intern, Straz Center

JAN2012 - present

Community Marketing

Built relationships with 250 local businesses; attended shows and community events to expand reach to new targeted audiences

Internal Communication

Created window displays, arranged notice boards and gathered collateral to promote special events

Administrative

Consolidated folders on universal hard drive, created spreadsheets to improve organization and increase productivity, printed programs for in-house student performances

Photography

Took portraits and candid photos for press purposes. Photos were published in local newspapers and used in company brochures

Relevant Coursework

Advertising + Public Relations Student, The University of Tampa

AUG2010 - GRADUATING MAY2013

Advertising Campaigns

Collaborated for a Glidden paint at Walmart campaign for the National Student Advertising Competition

Writing for Advertising

Wrote copy for print ads and analyzed advertisements from current and past cultures

Digital Arts for

Professional Communications
Created digital art pieces using the Adobe Creative Suite

Independent Study

Analyzed diversity in modern print advertising