

AdClub-VP / Social Media Club-Founder / Spring 2011 AAF Team-Account Executive

Skills

- Facebook, LinkedIn, Google+ and Twitter
- HTML, CSS, Flash, Blogger and WordPress
- InDesign, Photoshop and DreamWeaver
- Microsoft Office applications Word, Excel and PowerPoint
- Strategic thinking, creative thinking, problem solving and negotiating
- Time management, people management and interpersonal communication

Education

Bachelor of Arts, Texas State University—San Marcos, Texas **May 2011**
Major in Mass Communication—Advertising
Minor: Music, Sociology
Texas State GPA: 3.79

Professional Development

Austin American Advertising Federation (AAF) **Aug. 2009-May 2011**
Student Member
-Attended local events, socials and award shows

Texas State AAF Team for NSAC **Aug. 2010-May 2011**
National Student Advertising Competition
Account Executive (Fall and Spring classes)
-Worked on a fully integrated marketing communications plan of \$100 million dollars for JCPenney
-Coordinated five directors
-Set and maintained daily, weekly and monthly goals for directors
-Wrote Executive Summary; edited and reviewed final plans book

Advertising Club **Aug. 2009-May 2011**
Vice President (Fall 2010/Spring 2011)
-Coordinated six officers
-Improved membership; encouraged new programs and events, spoke to Freshman and Sophomore classes
-Represented organization at campus activities
Campus Activities & Student Organizations (CASO)
Bobcat Build, students volunteering in San Marcos community
-Organized weekly meetings; set dates, prepared materials, created officer agendas
-Planned and budgeted trip for 20 members to San Francisco

Social Media Club **Aug. 2010-May 2011**
Founding Officer
-Increased membership to over 40 in 3 months
-Promoted meetings, events and sponsors using social media
-Video recorded, edited and posted meetings on blog

Texas State Study Abroad—Costa Rica **June 2010-July 2010**
-Studied language and culture of Latin America

Tau Beta Sigma, music service sorority **Aug. 2008-May 2009**
Alumni Secretary, Corresponding Secretary, Historian

Awards/Honors

Magna Cum Laude
Dean's List: Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Fall 2010, Spring 2011
William Randolph Hearst Scholarship, School of Journalism & Mass Communication Scholarship
Kappa Tau Alpha, college honor society for journalism and mass communication

Work Experience

Bath & Body Works—Sales Associate
Freebirds World Burritos—Food Preparation, Customer Liaison and Cashier