

EXPERIENCE

Graduate Assistant: Marketing & Social Media

June 2015 - Present

James Madison University Recreation

- Oversee delegation, proofing and distribution of marketing plans, including print and digital promotional materials from 10 student marketing assistants
- Coordinate and lead biweekly staff Marketing Assistant and Specialist staff meetings; facilitate professional development training including graphic design, social media, campus outreach, job searching, and more
- Supervise social media strategic coordination of departmental Facebook, Twitter, Instagram, Snapchat, YouTube, and Flickr

Marketing Assistant & Interim Coordinator

July 2014 - June 2015

Duke University Recreation & Physical Education

- Generated content for event descriptions, flyers, social media collateral, and digital slides seen by over 50,000 students and employees across three campuses as sole marketing representative
- Coordinated, edited, and designed apparel, graphics, photography, and videography for special events
- Presented department's offerings to entire first-year class at Cameron Indoor Stadium, developed program format for Rec Sports Orientation

Marketing Assistant & Facilities Supervisor

April 2013 - May 2014

Virginia Tech Recreational Sports

- Planned and executed marketing, promotions, and special events for 8,500 intramural sports participants and 31,000 students that utilized two facilities
- Emceed special events including Intramural Championship Nights, Freshman Orientations, expositions, and wellness fairs
- Supervised daily maintenance, management, and customer service of McComas Hall's front desk and weight room, a 90,000 sq./ft. student wellness facility

Marketing Intern & Director of Cassell Guard

August 2012 - May 2014

Virginia Tech Athletics Marketing & Promotions

- Created and managed the position of Director of the Cassell Guard Generals: Interviewed, hired, and oversaw 15 students that organized and lead the men's and women's basketball student section
- Assisted in the day-to-day operations of the department and game day operations: Provided athletic facility tours to students, families, and the general public

EDUCATION

James Madison University

August 2015 - May 2017 (expected)

Master of Kinesiology:
Sport and Recreational Management
Campus Recreation Leadership Track

Virginia Tech

August 2010 - May 2014 GPA: 3.8 - Summa Cum Laude

Bachelor of Science:
Communication - Public Relations
Minor - Leadership & Social Change

HONORS AND AWARDS

NIRSA Student Leader

May 2016 - May 2017

Elected by NIRSA Student Members to serve as the national representative of student advocacy and development

Member: Student Alumni Associates

November 2012 - May 2014

Elected by member body and Alumni Association as a member of "The 100 Most-Spirited Hokies" to serve the association

SKILLS INCLUDING BUT NOT LIMITED TO

Adobe Creative Suite, Basecamp, Basic HTML, Final Cut Pro, iMovie, Microsoft & Apple Systems, Microsoft Office Suite, Hootsuite, Trello, Wordpress



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