

## PUBLIC RELATIONS INTERN

### Summary

Team leader and developer with over five years' experience in management, sales, customer service and achieving positive outcomes as a result of integrity, hard work, and innovative thinking. Highlights of qualifications include: Professional experience serving on teams receiving regional and national recognition for excellence. Proven leadership and motivation ability through management and volunteer roles. Strong verbal and written communication skills. Experience in the organization of staff and volunteers in multiple high-paced environments.

### Experience

Public Relations Intern Jun 2016

Company Name 1/4 City, State

- Develop relationships with media contacts and ensure integrity within articles.
- Execute media events in a timely fashion.
- Write weekly press releases covering weekend, sent to fans and sponsors.
- Develop and manage content for digital media platforms, including websites, Facebook, Twitter, Instagram, Snapchat, Google+, and YouTube.
- Manage crisis communications and develop talking points for internal and external audiences.

Sales & Service Coordinator/Assistant Branch Manager Feb 2014 to May 2015

Company Name 1/4 City, State

- Individual recipient of "Pinnacle Award" for the Cincinnati Region in Quarter One 2015 - based on results of sales to goal (250%), retail quality assurance audit (operational), employee satisfaction index rating, and customer satisfaction index rating.
- Ensured compliance with operational policies and procedures and provided workflow direction to branch staff members.
- Assisted branch manager with employee interviewing, selecting, training, setting and adjusting pay rates and work hours, directing daily work, monitoring or implementing compliance measures, administering discipline, evaluating performance and recommending hiring and termination decisions.
- Applied selling techniques to open, develop, and close sales by creating product interest, actively cross-selling products, and actively pursuing potential customers.
- Addressed and resolved when possible escalated customer concerns or complaints.

Guest Services Supervisor Sep 2012 to Aug 2013

Company Name 1/4 City, State

- Organized 30-40 staff members and volunteers during various events at all of Charlotte Motor Speedway's tracks.
- Answered questions for guests pertaining to the events and facilities.
- Handled any complaints from area assigned to help satisfy guests to ensure a positive experience.
- Problem solved in a positive manner to ensure guests were satisfied with their visit.

Sales Manager Jun 2011 to Feb 2014

Company Name 1/4 City, State

- Member of Store #1252 team awarded "Store of the Year" for Best Buy Co, Inc., FY 2012 Store received multiple "Top Store of the Month" honors from 2011-2014 in Richmond, IN, Charlotte, NC, and Muncie, IN.
- Recommended by home store District 14 Manager and selected by Carolina District Manager and HR Manager to serve as one of two people to turn around a poor-performing store in Charlotte, NC.
- Outcomes in 12-month appointment: Store earned "Top Store of the Quarter" recognition for T-4 territory in March 2013 Reduced shrink significantly by keeping thorough inventory and applying and company policies and procedures.
- Implemented employee evaluation process to uphold policies by employees Coached and trained existing and new employees in company sales techniques, behaviors, goals and culture.
- Increased customer satisfaction index by applying Best Buy practices to all points of customer contact.
- Supported goal achievement by modeling strong salesmanship and positive behaviors, driving customer satisfaction and retention goals, and coordinating relationships with surrounding businesses, other Best Buy stores, and the local community.
- Sourced, interviewed and hired employees for individual business group.
- Continually coached and trained new employees, building confidence through role playing, weekly one-on-one consultations, and provided coaching recognition and feedback to create an open and approachable culture in the store.
- Managed Profit & Loss statements, opened and closed store, handled all cash and prepared bank deposits, audited cashier drawers, and created employee schedules.
- Analyzed store's performance indicators against team selling behaviors and goals and develop action plans to address objectives and achieve desired business results.
- Served as Employee Experience Committee (EEC) Chairperson for all three stores - built relationships with businesses and organizations in local area, coordinated volunteer efforts for 12 large-scale community events each year.
- Ensured minimum of 10 volunteers at each event to secure \$1,000 donation to each 501(c)(3).

Public Relations/Social Media Manager, Department of Athletics Mar 2011 to May 2016

Company Name 1/4 City, State

- Promote Indiana University and Indiana University East and their mission to all fans of IU East and IU East Athletics.

- Consistently show ability to "think on my feet" and adapt to sudden changes.
- Write, design and administer questionnaires and recruitment letters to students and coaches.
- Social media director for all of athletics, promoting sports through Twitter, Facebook, Instagram, Snapchat and iueredwolves.com.
- Plan and execute all visits by prospective students, competing teams, and sponsors.
- Organize athletes during visits to help build a connection with prospective recruits.
- Organize fundraising events for athletics.
- Serve as event manager for all athletic events, organized all event staff and logistics.

#### Education

Bachelor of Science , Business Administration August 2015 Indiana University Business Administration

#### Professional Affiliations

Member of Indiana University East Alumni Board of Directors (July 2015-Present) Member of the Indiana University Alumni Association (August 2015-Present) D. Michael Coyle - 2

#### Interests

Indiana University East Assistant Coach for Men's & Women's Track & Field (Spring 2015-Present) and Cross Country (Fall 2015-Present) teams, earning USATF Level 1 Certification Completed 8-month Academy for Cultivating Talent - Center for Leadership Development, Indiana University East School of Business (August 2014-April 2015) Alumni Advisor for Students Today, Alumni Tomorrow (STAT) club (July 2015-Present) Served as Emcee for Campus Life and External Affairs events (August 2013-August 2015) Volunteered with track team at Special Olympics held at Richmond High School - interacted with athlete participants and facilitated meet events (March 2015) 4 year Social Media Coordinator for Student Activities Advisory Team (August 2011-August 2015) Community Volunteer for annual ReidRide - a fundraising program for Reid Health which generates support and donations of thousands of pairs of shoes to be distributed to school-age kids in the greater Richmond area (2012-Present) Volunteer for Richmond Parks & Recreation City Fit 5K (2012, 2014, 2015) Volunteer for United Way (May 2013)

#### Skills

c, cashier, coaching, com, content, crisis communications, customer satisfaction, directing, direction, driving, fashion, fundraising, hiring, HR, inventory, letters, logistics, director, modeling, policies, press releases, Profit, quality assurance, recruitment, retail, selling, sales, websites, workflow, articles

#### Additional Information

- **LEADERSHIP & COMMUNITY OUTREACH** Indiana University East Assistant Coach for Men's & Women's Track & Field (Spring 2015-Present) and Cross Country (Fall 2015-Present) teams, earning USATF Level 1 Certification Completed 8-month Academy for Cultivating Talent - Center for Leadership Development, Indiana University East School of Business (August 2014-April 2015) Alumni Advisor for Students Today, Alumni Tomorrow (STAT) club (July 2015-Present) Served as Emcee for Campus Life and External Affairs events (August 2013-August 2015) Volunteered with track team at Special Olympics held at Richmond High School - interacted with athlete participants and facilitated meet events (March 2015) 4 year Social Media Coordinator for Student Activities Advisory Team (August 2011-August 2015) Community Volunteer for annual ReidRide - a fundraising program for Reid Health which generates support and donations of thousands of pairs of shoes to be distributed to school-age kids in the greater Richmond area (2012-Present) Volunteer for Richmond Parks & Recreation City Fit 5K (2012, 2014, 2015) Volunteer for United Way (May 2013)