

# First Last

Location • Number • Email • LinkedIn

## EDUCATION

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**Bachelor of Arts in Design and Anthropology** **Dec 2015**

Small Liberal Arts College • Location

**Specialized Design Program Certification** **Feb 2016**

Small Liberal Arts College • Location

## PROFESSIONAL EXPERIENCE

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### Account Coordinator

*Marketing Firm, Location*

**May 2018—Nov 2018**

- Worked closely with all managers to report on accounts' status, industry updates, and more
- Collaborated with all stakeholders to ensure swift and high-quality production for clients
- Distilled analytics and campaign results into spreadsheets and visual decks for monthly reporting
- Envisioned and crafted informational material for clients, including campaign results, marketing decks and PDF one-sheeters

### Alumni Recruitment Program Manager

*Small Liberal Arts College, Location*

**Jul 2016—Jul 2017**

- Created framework for a strong relaunch, resulting in a 400% increase in volunteers
- Led redesign of application and training process, including the conception of a Google Hangouts-based webinar series
- Oversaw development of an online portal for volunteers on Technolutions Slate CRM
- Created an outreach plan based on alumni demographics and admissions targets

### Admissions Counselor

*Small Liberal Arts College, Location*

**Jul 2015—Jul 2017**

- Managed strategy, programming, and communications for ME, NH, RI, VT, and MA
- Increased inquiry and applications numbers from territory by up to 300% in first year alone
- Doubled number of partner organizations and improved general reputation in target markets
- Gained recognition for empathetic and smart relationship building

## INTERNSHIPS

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### Entrepreneurship Program Assistant

*Education Non-Profit, New York, NY*

**Summer 2012**

Served as sole program assistant for a 3-person team - ensured the smooth function of programming for the 30+ student class. Worked directly with local entrepreneurs and corporate sponsors to coordinate group visits and talks.

### Development and Communications Intern

*Education Non-Profit, New York, NY*

**Summer + Winter 2011/12**

Led a reorganization effort for physical records, in addition to the digitization and destruction of all donor and event files of a certain age. Created an easy to navigate directory for all of the newly made files.

## PROJECTS AND COMMITTEES

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### Thesis / Capstone

*Small Liberal Arts College, Location*

**Jan 2014- Oct 2015**

An ethnographic and design study of two local immigrant-owned businesses, focusing on the connections between "success", space, and culture. Culminated into a 100+ page analysis with models pertaining to "Placemaking", movement, and relationship hierarchy. Presented at two symposium presentations to [College Consortium] and local community.

### Small Liberal Arts College Board of Trustees

- Student Trustee for the Buildings, Grounds, and Environmental Safety Committee **(2013-14)**;
- Student Representative for the planning and design of [Campus Center] **(2013-15)**;
- Staff Representative for Food Systems Study and Recommendation Committee **(2016-17)**

## SKILLS

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### Software

Adobe CS, Basecamp, Canva, G-Suite, Google Analytics, Microsoft Office, Slack, SketchUp, Trello, Qualtrics, Zoom

### Technical

Digitization, Communication Development, Organizational and Task Management, Strategy and Performance Analysis

### Interpersonal

Event Planning, Interviewing & Surveying, Mediating, Public Speaking, Recruitment, Relationship Building and Management