

ELIZABETH L. SMITH

1234 Michigan Ave., Adrian, MI 49221 · (517) 123-4567 · student@adrian.edu

QUALIFICATIONS SUMMARY

Creative communications student with experience in the development of business social media tools and event management. Confident and goal oriented leader, with a dedicated work ethic. An organized and effective public relations professional, with a competitive drive to meet and exceed company expectations.

Notable achievements include:

- Successfully planned a public event which resulted in an increase of customer inquiries by 10% in addition to bringing in 500 attendees
- Assisted in raising \$5,000 dollars for a local family in need through a campus wide donation drive
- Completed cold calls during Adrian College Phone-A-Thon resulting in \$1,000 donations
- Successfully balanced 2 part-time jobs, participating in 2 college athletic teams, and 3 campus clubs while maintaining a 3.6 GPA

EDUCATION

Adrian College Adrian, MI
Bachelor of Business Administration in Marketing Expected: May 2016

EXPERIENCE

Lenawee Economic Development Corporation, Adrian, MI September 2015 – Present
Social Media Associate

- Built awareness of LEDC and its projects/partners, through creating LinkedIn, Facebook and Twitter profiles
- Evaluate traffic generated through social media sites
- Update social media sites regularly including pictures and postings to maximize exposure to the target market

Boomerang Studios, Adrian, MI September 2014 – Present
Video Production Assistant

- Act as video production assistant to owner
- Coordinate video uploads and assisted with productions needs
- Construct and produced YouTube video introduction including: scheduling, script, and editing
- Demonstrate abilities with ENG camera set up, assisted with editing of shots
- Assist with advanced editing techniques using Final Cut Pro including: key frame animation, composites, working with stills and graphics
- Log video clips into hard drive
- Oversaw production of "Bruiser" video of Adrian College, coordinate production and editing
- Support the production of "PinkZone" video for Adrian College, through video editing

Adrian College Office of Alumni relations, Adrian, MI September 2013 – December 2013
Event Coordinator/Alumni Communications Intern

- Assisted with planning, set-up and special luncheon with Legacy students for the Alumni Board meeting
- Created a strategic plan and timeline for accomplishing all goals for each timeline
- Worked with director to communicate effectively with reunion groups
- Developed print and online communications to publicize events, to encourage peer-to-peer contact
- Contributed to the The Rock e-newsletter and to the online community, Alumni Connection
- Participated with the Homecoming Committee to contribute ideas and ask questions
- Compiled a folder of communications, publications, mailings, and thank you letters for each project along with writing a summary report

OTHER ACTIVITIES AND HONORS

Adrian College Football Team, Adrian, MI August 2012 – Present
Toms Club, Adrian, MI August 2012 – Present
Adrian College Trustee Scholarship, Adrian, MI August 2012 – Present
Business Club, Adrian, MI May 2013 – December 2013