

Education

Indiana University, Kelley School of Business, Bloomington, IN

May 2011

Bachelor of Science in Business
Major: Business Management
Minor: Telecommunications
Direct Admit and Faculty Scholarship

Work Experience

Fore! Reservations, Chicago, IL
Marketing Account Manager

May 2011-April 2013

- Developed marketing strategies for 350 golf course clients, generating over 1 million rounds of golf booked through the planning and designing of newsletters and press releases with Adobe products such as Photoshop and InDesign, while utilizing HTML for email newsletters and websites.
- Wrote copy for digital marketing campaigns, social media, websites, emails and advertisements.
- Supported 350 clients through phone and personal training sessions for point-of-sale, marketing, social media, e-commerce, website content management and online tee time software.
- Created a monthly webinar series for audiences of up to 100 golf professionals. Developed media, wrote talking points, managed webinar software and presented monthly, 30 minute webinars.
- Oversaw a group of 15 marketing employees in the creation of an HTML email template library, reaching a benchmark of 1500 professionally designed templates.

United Talent Agency, Los Angeles, CA
Intern/Assistant

May 2010 – August 2010

- Led a team of 15 people in tasks such as organizing and distributing mail, creating casting booklets, and distributing videos and scripts as Intern Captain.
- Helped build and implement a “Movie Database” for the business development department, using a sample of 100 movies from the past 10 years to display numerous financial results from various types of movies.
- Appointed as an assistant in the business development department. Scheduled meetings, communicated with clients over the phone, and performed research and spreadsheet analysis.

Baker and Rowley Talent Agency, Chicago, IL
Talent Management Intern/Agent's Assistant

March 2008 - April 2009

- Appointed as director of talent at the EBay Tradeshow at McCormick Place in Chicago, grossing over \$5000.
- Booked hundreds of talent for commercials, films, print ads, and television shows, each paying from \$200 upwards to \$15,000.

Campus Leadership

President-Blooming Artists Agency

- Oversaw 15 talent managers who represent a pool of over 100 student creatives on campus. Produced dozens of projects ranging from feature films to photo shoots.
- Raised over \$30,000 to bring Campus Movie Fest to Indiana University.
- Organized an annual Los Angeles Networking Trip, which involved developing travel plans for 16 students and direct planning and coordination with Indiana University Alumni working in Hollywood.

Skills

Strategic thinker, organized manager and fearless multitasker!

Programs: Adobe Photoshop, Adobe InDesign, Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Microsoft Access.

Proficiencies: Writing, promotions, graphic design, email marketing, social media, biking and rock climbing.