



Current Address:
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Chattanooga, TN 37421

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EXPERIENCE

SIGNIX-Chattanooga, TN

Lead Generation Specialist

July 2015-October 2015

- Researched, qualified, and contacted prospective leads and partners on a daily basis
- Executed email and phone campaigns including scheduling follow up
- Introduced potential clients to company's solutions and seamlessly transferred to a sales representative
- Managed and maintained hundreds of leads and established accounts in Salesforce

J103 RADIO PARTNERS FOR CHRISTIAN MEDIA- East Ridge, TN

Ministry Relations Coordinator

May 2013- June 2015

- Handled the advertising needs of more than 50 church and nonprofit accounts
- Wrote commercial copy and designed 3 magazine style publications and several brochures
- Sent out regular e-newsletters to clients and partners of the ministry
- Contributed to social media and website
- Trained on Marketron Systems, which includes scheduling commercials & accounts payable
- Started as an intern until promoted to a newly-created position

ADVENTIST RETENTION STUDY -Collegedale, TN

Research Assistant

May 2012 –May 2013

- Worked with a team of 5 researchers and was responsible for keeping everyone on track to meet deadlines
- Organized focus groups and interviews
- Transcribed and coded themes in qualitative data through open coding and Atlas.ti
- Created 70-question survey in SurveyMonkey and distributed it via email to more than 1500 participants
- Created reports in Microsoft Word and Excel and presented findings on PowerPoint

WALTON ISAACSON CREATIVE AGENCY-Chicago, IL

Intern

Summer 2011

- Conducted research to gather facts and supporting evidence to be used in client pitch presentations
- Created lists, tables, and charts in Excel
- Assisted in creating content and analyzing activity on a client's social media page
- Created and presented a mock client PowerPoint presentation to the office at the end of internship

THATCHER SOUTH RESIDENCE HALL FOR WOMEN- Collegedale, TN

Front Desk Receptionist

August 2010 – May 2012

- Provided information to students and people who called the dormitory
- Kept detailed logs of activities and observations
- Assisted deans and students with paperwork

CAMPUS MINISTRIES- Collegedale, TN

Receptionist

August 2009 – May 2011

- Managed files for over 80 Student Missionaries serving abroad
- Maintained timely communication with internal and external publics
- Completed administrative duties including printing copying, filing, and faxing materials

DEB SHOPS INC. - Gurnee, IL

Sales Associate

March 2008-August 2008, May-2009 June 2009

- Delivered excellent customer service to more than 70 customers daily
- Inventoried the store on a weekly basis
- Worked with cash register handling money, check and credit card purchases

EDUCATION

SOUTHERN ADVENTIST UNIVERSITY, Collegedale, TN
B.A. in Public Relations with a minor in Music
Graduated
GPA: 3.93/4.0
Relevant Courses Taken:
• Writing for the Media
• Intro to Web Design
• Publication Tools and Techniques

May 2012

ESCUELA SUPERIOR DE ESPAÑOL, Sagunto, Spain
Studied Spanish abroad

Summer 2010

HONORS

Summa Cum Laude
Southern Scholar
Dean’s List
Who’s Who in America Among University and College Students
Lambda Pi Eta Member
School of Journalism and Communication Award of Excellence
Louis Carr Internship Foundation Recipient

RESEARCH

Recognized at the Theodore H. Clevenger, Jr. Undergraduate Honors Conference
“Graphology and Gender, Field of Study, and Personality Type”
Quantitative Group Research
“The Non-Nostalgic Presentation of the 1960s by *Mad Men*”
Rhetorical Criticism

April 2012

Published in Journal of Undergraduate Research
“Defining and Cultivating School Spirit at Southern Adventist University”
Qualitative Research

April 2013

SKILLS

Computer proficiency in Microsoft Office (Word, Excel, Powerpoint, Outlook, and OneNote); Adobe InDesign and Photoshop; trained on Marketron Traffic System, Atlas.ti, and SPSS; 75 WPM typing; confident public speaker; self-taught American Sign Language; Intermediate level of Spanish language

References Available Upon Request