

{Marketing Communications Experience}

Andy J. Egan Co. | Grand Rapids, MI

MARKETING COORDINATOR

Feb. 2009–present

- Established the company's first marketing department and marketing plan
- Planned and managed an employee-driven customer retention campaign that over 65% of office employees participated in by regularly sending thank you cards to customers
- Participated in the launch of Egan Food Technologies by developing brochures, direct mail campaigns, a website and LinkedIn profiles that secured over \$60,000 in orders in the first two months
- Developed and maintained a sales representative network that led to new customers in new markets nationwide
- Secured media coverage in MiBiz, the Grand Rapids Press and Manufacturing and Confectioner Magazine

Shape Corp. | Grand Haven, MI

COMMUNICATIONS SPECIALIST

Aug. 2008–Jan. 2009

COMMUNICATIONS INTERN

Feb. 2008–Aug. 2008

- Launched a new brand's marketing campaign by writing and designing brochures, order forms and a website
- Managed vendor's development of www.ecoological.com after creating a site map, design and content
- Designed a trade show booth and created brochures, news releases and follow-up advertisements for a national trade publication that resulted in an 85% increase in website hits and phone inquiries
 - » Created an ad that ranked highest for readers taking or planning to take action in the Dec. 2008 issue of NACS Magazine, according to a survey conducted by an independent research firm
- Interviewed, wrote and photographed for a corporate magazine sent to over 3,000 associates and customers
- Increased readership of the corporate magazine after auditing communications with focus groups and surveys and making improvements based on the results
- Planned and executed team building activities at a training event that 93% of participants said improved from the previous year
- Photographed products and digitally manipulated images for use in websites, brochures and sales collateral
- Improved consistency of the corporate image by writing a corporate brand manual

Eclipse Hunting Apparel | Muskegon, MI

FREELANCE

Oct. 2008 and March 2010

- Wrote and designed a brochure and order form used to get over \$10,000 in first-time sales
- Conducted a product photoshoot
- Developed and wrote code for a website with e-commerce functions, www.eclipsecamo.com

Smith Haughey Rice & Roegge | Grand Rapids, MI

MARKETING INTERN

May–Aug. 2007

- Designed and wrote a newsletter to teach attorneys about the firm's services
- Worked with Web developers to revise a new website and publicize its launch
- Promoted self-marketing to attorneys with informational articles in the marketing newsletter
- Managed client relationships using a CRM database

D.A. Blodgett for Children | Grand Rapids, MI

PUBLIC RELATIONS INTERN

May–July 2006

- Secured air time on WXMI Fox 17 using a news release
- Worked with Citadel Broadcasting to create a radio script for an auction
- Compiled a media kit for a fundraiser
- Established an event plan and wrote speakers' scripts for a fundraiser
- Encouraged volunteering by interviewing volunteers and posting their stories online

{Education}

Bachelor of Science in Advertising/Public Relations and Writing, Grand Valley State University, Allendale, MI, April 2008

- Public relations and professional writing focuses
- Graduated Magna Cum Laude

{Software Expertise}

<u>Adobe</u>	<u>Microsoft</u>	<u>Web</u>
InDesign	Word	XHTML
Photoshop	PowerPoint	CSS
Illustrator	Excel	
	Publisher	

{Awards and Honors}

West Michigan's 101 Best and Brightest Companies to Work for Elite Award in Communication, May 2010, Andy J. Egan Co.
Top Student in Advertising/Public Relations Award, 2007-2008 academic year, GVSU
Digital Writing and Web Design Award, April 2008, GVSU
Dean's list, fall 2004-winter 2008, GVSU
Student leader nomination, winter 2007, GVSU

{Community Involvement}

Board Member, American Marketing Association of West Michigan, July 2009-present

{Other Employment}

Picture Framer, March 2005–February 2008, Hobby Lobby, Norton Shores, MI
Customer Service Manager, October 2002-March 2005, Hobby Lobby, Norton Shores, MI

Please contact me for references.