

## {Marketing Communications Experience}

Andy J. Egan Co. | Grand Rapids, MI  
MARKETING COORDINATOR

Feb. 2009–July 2011

- Established the company's first marketing department and strategic marketing plan
- Launched Egan Food Technologies through brochures, direct mail campaigns, a website, LinkedIn profiles, trade show collateral and pre and post-trade show e-mail campaigns securing over \$60,000 in orders in two months
- Developed and maintained an outside sales representative team that led to over \$10 million in bid opportunities and new customers nationwide
- 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
- Moved leads forward in the sales cycle with a post-trade show campaign using e-mail marketing and webinars
- Secured media coverage in MiBiz, the Grand Rapids Press, Business Review West Michigan, Manufacturing and Confectioner Magazine, and UK-based Kennedy's Confections

Shape Corp. | Grand Haven, MI  
COMMUNICATIONS SPECIALIST  
COMMUNICATIONS INTERN

Aug. 2008–Jan. 2009

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](http://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
- Wrote and photographed for a corporate magazine sent to over 3,000 associates and customers globally
- 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 for a training event with the international sales team that 93% of participants said improved from the previous year

Eclipse Hunting Apparel | Muskegon, MI  
FREELANCE

Oct. 2008-present

- Wrote and designed a brochure and order form used to get over \$10,000 in first-time sales
- Developed and coded a website with e-commerce functions, [www.eclipsecamo.com](http://www.eclipsecamo.com)

Smith Development, Inc. | Muskegon, MI  
FREELANCE

May 2007-present

- Designed, developed and maintained [www.homesbysd.com](http://www.homesbysd.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
- 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
- Created a media kit, event plan and wrote speakers' scripts for a fundraiser

{Education}

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

- Public relations and professional writing focus
- Graduated with Magna Cum Laude honors
- Cumulative GPA: 3.98/4.0

{Computer Skills}

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

{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  
Board Secretary, Friends of Muskegon Dog Beach, June 2011-present

Please contact me for references.