

ERICA EVANS

QUALIFICATIONS SUMMARY

I am hard-working, creative, dedicated and personable. I am talented in video production and in producing original media. I excel at project-related activities and have proven leadership skills.

SKILLS & ABILITIES

Expert with Final Cut Pro, MS Word, PowerPoint and Excel. Proficient with Adobe Photoshop, InDesign and Illustrator. Excellent communication skills.

EDUCATION

PENNSYLVANIA STATE UNIVERSITY – STATE COLLEGE, PA

- Pursuing Bachelor of Arts Degree in Communications, majoring in Advertising/Public Relations; minoring in International Studies and History.
- Currently completing senior year; expected graduation May 2019.
- Dean's List all semesters to date.
- Studied abroad in Berlin, Germany fall semester, 2016, where I expanded my understanding of global markets and advertising techniques.
- Member of Penn State's Global Ambassador program.
- Member of Penn State's American Advertising Federation (AAF) Team
- Participating in Penn State's Club Cheerleading Team.

EXPERIENCE

TERRA ESSENTIAL SCENTS – ALLISON PARK, PA

May 2014 – September 2014 Assembly Laborer & Sales Associate

- Assembled, labeled and packaged products in the candle-making facility.
- Assisted customers with product selection and check-out process in retail facility.

BURTON'S TOTAL PET – ALLISON PARK, PA

December 2014 – August 2015 Cashier/Retail Sales Associate

- Helped customers select products that best fit their personal needs, as well as the best interest of the animal.
- Educated customers on product and service offerings.
- Balanced the needs of multiple customers simultaneously in a fast-paced retail environment.
- Cleaned and maintained small animal cages and cared for pets.
- Worked cash register.

BIOPHARM CONNECT – STATE COLLEGE, PA

May 2016 – August 2016 Data Entry Clerk

- Reviewed resumes and catalogued information into management database.
- Ensured data accuracy and proof-read each entry for perfection.

GREEK STOP – GLENSHAW, PA

May 2017 – August 2017

Waitress and Assistant

- Waited on tables, managed phone orders, prepared soups, dressings and side items.
- Bussed tables, cleaned dishes, and assisted the owner with various tasks in managing the restaurant.

ADVANCED ROBOTICS FOR MANUFACTURING—PITTSBURGH, PA

May 2018- August 2018

Marketing Intern

- Participated in the development and implementation of marketing and communications strategies, plans and materials (both print and digital) including target publications, content strategy, press releases, etc.
- Coordinated conferences, trade shows and other events as needed. Worked with manager and associated organizations to determine event budgets and help manage expenses to that budget.
- Worked with contracted outside resources/relationships in PR and marketing.
- Supported the development and maintenance of a database of key reporters/industry influences.
- Copyedited, proofread, and revised communications through appropriate channels aligning to overall communications strategy.
- Used automation systems (CRM) to support marketing and sales campaigns via email and social media marketing.
- Wrote blog posts and newsletters as needed; curated content to be shared with the ARM Institute’s audience.
- Designed multiple images, graphics, and icons for marketing purposes through Adobe software.
- Designed and developed new ARM website homepage image.

REFERENCES

MANNY KLIMANTIS, GREEK STOP OWNER

724-487-5242

JOHN ELLSWORTH, BIOPHARM CONNECT

814-571-6065

LIVIA RICE, ARM INSTITUTE MARKETING COORDINATOR

234-567-3239