

FELICIA M. SMITH

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CANDIDATE FOR MARKETING / EVENT PROMOTION INTERNSHIP

Marketing Expertise in Events, Social Media, & Advertising - Studies in Communications & Film

Resourceful student engaged in creative communications studies, keenly interested in revitalizing or growing business through targeted marketing or promotional events. Reputation for leadership qualities, attentiveness to customer needs, effective time management, and smooth planning / execution of company events. *Skills include:*

- Sports Events & Celebrity Appearances
- Marketing Strategy & Advertising
- Event Coordination
- Business Appointments & Scheduling
- Project Management & Direction
- Vendor Relations
- Social Media Utilization
- Customer & Client Service
- Corporate Events

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATIONS – Double Minor in Film & Sociology ♦ Expected May 2014
UNIVERSITY OF NORTHERN COLORADO ♦ Greeley, CO

Notable Coursework in Theater & Film; Celebrity & Stardom; Melodramas & Musicals

RELEVANT EXPERIENCE

MARKETING REPRESENTATIVE; SOCIAL MEDIA ASSISTANT; BARTENDER; WAIT STAFF 2011 – PRESENT
THE SPORTS BOX & FREE NIGHT CLUB (*College-Area Establishments Under Same Owner*), Lakewood, CO

Originally hired as waitress for all-new Sky Night Club, taking on new duties at owner's request (bartending, business assistance, and marketing) after demonstrating service-oriented work ethic.

Advise owner on promotional strategies—creating foot traffic that helped establish new businesses.

- ▶ Attracted large volume of students by planning and executing all special events—including appearances by **Jersey Shore cast member, Nuggets Dance Team members**, and well-known DJs.
- ▶ Recommended celebrities popular with target student population (drawing large crowds); planned and handled guest itineraries and schedules, with down-to-the minute appearances at each establishment.

Develop and execute promotions tied to area and national sporting events (university games, Super Bowl, etc.).

- ▶ Created flyers and handbills with graphic artists, distributing to ~ 4,000 students.
- ▶ **Conferred with owner and managers on marketing strategy** for team nights, including promotional giveaways; reviewed effectiveness of radio and print ads.
- ▶ Worked with vendors (caterers, lighting firms); helped set terms / schedules.



Coordinate and issue all social media updates, including Facebook messages for upcoming promotions.

- ▶ Used Facebook app for event notices and invitations; wrote and updated information on each club's specials.

EVENT PLANNER (INTERMITTENT) 2008 – PRESENT
CORE MANAGEMENT GROUP (*Property Management Firm*), Denver, CO

Planned and coordinated 2-4 corporate meetings, staff picnics and seasonal parties annually for up to 80 attendees (clients and employees). Arrange catering, vendors, event menu, location, entertainment, and other details.

OTHER ACTIVITIES

- Organized student tour** of Metropolitan Opera in NYC (inspiring Headmaster tour) as Chatham Hall student in VA.
- Wrote / choreographed plays** and designed costumes for holiday gatherings throughout early and teen years.
- Volunteered at camp for special needs children**, bringing horse to demonstrate hunter and jumper riding skills.

Felicia came to me after feeling that she had just one shot at a key internship. To complicate matters, her minor was related to her area of interest, but her major was not directly correlated to her goal.

I added dashes of dark red to show dramatic flair, with a toned-down graphic to represent her abilities as a sports marketer. In targeting this internship with a major sports promoter, she was able to gain an audience – even with no directly advertised opportunities.