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3202 W. WILDWOOD CIRCLE  
WICHITA, KS 67217

## EDUCATION

MASTER OF ARTS IN COMMUNICATION  
WICHITA STATE UNIVERSITY  
MAY 2012, GPA 3.9/4.0

BACHELOR OF ARTS IN INTEGRATED MARKETING COMMUNICATION  
WICHITA STATE UNIVERSITY  
MAY 2009, GPA 3.9/4.0

## WORK HISTORY

OCTOBER 2014 - CURRENT  
EVENTS & SPECIAL PROJECTS MANAGER, PIONEER BALLOON CO.  

- PLAN AND DEVELOP MARKETING OUTREACH TO CUSTOMERS
- ORGANIZE AND IMPLEMENT INTERNATIONAL CONVENTION
- MANAGE PROGRAM BUDGET

NOVEMBER 2014 - OCTOBER 2015  
MARKETING COMMUNICATIONS COORDINATOR, PIONEER BALLOON CO.  

- DEVELOPED AND MANAGED PROGRAMS FOR QBN MEMBERS
- WROTE ARTICLES AND COPY FOR PRINT AND DIGITAL PLATFORMS
- PROVIDED SUPPORT FOR EDUCATION PROGRAMS

AUGUST 2013 - OCTOBER 2014  
COPYWRITER, ADKNOWLEDGE  
CONTACT: GP CORSI, 816-841-7648  

- WROTE COPY FOR EMAIL CHANNEL DISTRIBUTION
- REVIEWED EXISTING COPY TO ENHANCE PERFORMANCE
- A/B TESTING OF COPY AND CAMPAIGNS

JULY 2012 - AUGUST 2013  
MARKETING ASSISTANT, WORLDWIDE ENERGY  
CONTACT: DAWN DAVENPORT, 913-310-0705  

- DEVELOPED MARKETING COLLATERAL & PROJECT MANAGEMENT
- STRATEGIC PLANNING OF ALL MARKETING EFFORTS AND MIX
- DESIGNED AND MAINTENANCE OF WEBSITE INCLUDING SEO/SEM

OCTOBER 2010- MARCH 2012  
COPYWRITER, DTY DIRECT, LLC  
CONTACT: RYAN BINA, 316-258-1792  

- DEVELOPED CREATIVE, PERSUASIVE COPY FOR E-COMMERCE
- RESEARCHED AND CONTACTED COMPANIES REGARDING PRODUCTS
- COORDINATED WITH TEAM MEMBERS FOR PRODUCT LINES
- USE OF SPECIFIC E-COMMERCE SOFTWARE

## REFERENCES

PAT DOOLEY, DISTINGUISHED PROFESSOR  
WICHITA STATE UNIVERSITY, 316-978-6068

DAWN DAVENPORT, VICE PRESIDENT  
WORLDWIDE ENERGY, 913-310-0705

AYU POERBANINGSIH, GRAPHIC DESIGNER  
RSA MARKETING, 316-300-9281