

Vanessa L. Letty

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OBJECTIVE:

Work as a Campaign and Event Coordinator, marketing events for Snapshot Inc.

SKILLS SUMMARY:

- Experienced coordinating marketing efforts aimed at young adults
- Bilingual – English/Spanish
- Designed promotional materials using social media.
- Developed and presented face to face programming for young adults

EDUCATION

Bachelor of Arts, Communication, Sul Ross State University, Alpine, TX, 2010

GPA in major field of study: 3.75

Bilingual: Fluent in English/Spanish,

Related Coursework:

- Web Page Design and Advanced Web Page Design Workshop
- Communication in Business and Professions
- Communication Practicum (Relay for Life)

RELEVANT EXPERIENCE

Marketing skills

- Coordinated on-campus marketing campaign for Relay for Life American Cancer Society events in 2009 and 2010, contributing to a 45% growth in student participation. Included creating and writing print and social media advertising.
- Planned, executed and analyzed the Relay for Life campus social media campaign using Hootsuite analytics.
- Managed and designed the online event promotions for Residential Living programming “Avoid Dorm Life Strife” and “Beat the Stress” Dodgeball Competition 2009.

Leadership skills

- Responsible for the safety and guidance of 30 undergraduate residents. Provided conflict mediation and followed through on resolutions as necessary.
- Developed, promoted and presented programming ranging in subjects such as how to resolve conflicts and managing finals week stress.

PROFESSIONAL AND VOLUNTEER ACTIVITIES

- Resident Assistant, Sul Ross State University, Alpine TX 2008-current
- Association of Management Training, Student Member, 2008-current
- Relay for Life, Alpine, TX 2008-2010
- Cashier, Pizza Hut, Alpine, TX 2006-2007

TECHNICAL SKILLS

Proficient in Microsoft Word, Excel, PowerPoint, Photo Shop, In Design software