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**EDUCATION**

West Texas A&M University – Canyon, TX – Master of Arts in Communications – January 2024

WTAMU – Bachelor of Science – Broadcast Journalism – December 2021

**ABILITIES**

• Adaptability • Goal Expertise Oriented • Digital Technology Proficient • Intercultural Fluency • Leadership Capable

• Presents Oral & Written Communication Soundly • Research Competent • Innovative • Interpersonal Expertise

• Strong Teamwork & Collaboration Awareness • Positive Reaction to Conflict • Social Media Marketing Capable

**WORK EXPERIENCE**

**Assistant Director - Intern**

***West Texas A&M University - 1910PR – Canyon, TX January 2022 to May 2022***

**Responsibilities**

• Communicating and leading a team of public relations students towards successful goals.

• Assisting Executive Director effective creative design.

• Specializing in Customer Engagement Marketing

**Advertising Manager**

***West Texas A&M University – The Prairie News – Canyon, TX September 2021 to Present***

**Responsibilities**

• Guiding student sales teams to bring optimism and excitement to the world of advertising.

• Collaborating and brainstorming innovative advertising ideas with Editor and other Advisors.

• Identifying potential new markets and create a plan to enter the market.

• Managing a weekly lead piece to increase revenue for the organization.

• Reviewing current advertising campaigns for weaknesses and develop solutions to fit within budget constraints.

• Partnering with potential leads and gearing sales to increase traffic, inhouse and online.

• Analyzing website click-to-purchase conversion rates and the effectiveness of promotions for clients.

**Food Safety Manager/Associate Manager**

***Ellen’s – Dallas, TX September 2015 to November 2020***

**Responsibilities**

• Managed daily restaurant operations, assisted with menu planning, maintained sanitation standards, assisted staff in front-of-house and back-of-house during peak meal periods.

• Communicated with guests in a friendly, calm, and fair attitude while also seeking and listening to guest feedback and expectations. Also took initiative in addressing unhappy guest grievances in the restaurant, in-house and carryout.

• Conveyed maintenance and repair of equipment along with services required for upkeep within the restaurant.

• Efficiently oversaw the education and coaching of the performance of new and poorly performing front of house staff members.

• Checked the quality of deliveries of fresh foods, baked goods, as well as sanitation of the entire restaurant.

**Accomplishments**

• Benchmarked and continually improved employee satisfaction and maximized the financial performances in all areas of responsibility by providing positive feedback, coaching regularly, and adding employee accountability.

• Developed a daily, weekly, and monthly timetable of responsibilities to over exceed health code standards.

• Effectively lead and managed a diverse group of individuals in different roles.

**Assistant Logistics Coordinator**

***Panhandle Express – Hereford, Tx October 2011 to November 2014***

**Responsibilities**

• Responded to substantial traffic communication for driver freight from in house and outside marketing companies.

• Coordinated and entered in daily freight and informed changes to supervisor(s).

• Substituted for logistics coordinator when needed while also accomplishing daily tasks.

**Accomplishments**

• Collaborated with supervisor to revamp the logistics department to streamline an efficient and effective department.

**Production Manager**

***The Canyon News - Canyon, TX March 1999 to November 2010***

**Responsibilities**

• Connected with advertising sales team along with advertisers to develop effective print advertisements.

• Oversaw entire production of print and online newspaper and various seasonal special sections.

• Corresponded with printers and various other duties related to the newspaper industry.

**Accomplishments**

• Converted the massive hands-on manual production of the newspaper into a fully digital process.

**Assistant Creative Director - Outdoor**

***Choice Media - Amarillo, TX March 2005 to November 2006***

**Responsibilities**

• Designed outdoor advertising for billboard and bus benches.

• Acted as support staff in the field for the display of vinyl signs on billboards.

**Creative Director - Directories**

***Choice Media - Amarillo, TX March 2003 to November 2006***

**Responsibilities**

• Designed advertisements for telephone directories in Canyon, Dimmitt, and Hereford, Tx.

• Formatted telephone directory layout to follow high set standards.

**Graphic Designer**

***West Texas A&M University – The Eternal Flame – Canyon, TX January 2004 to May 2004***

**Responsibilities**

• Connected and led a minimum team size of 25 students to manage the year project (campus yearbook, print).

**ORGANIZATIONS**

• 21st Century Buffs • African Student Organization • Black Student Union • National Electronic Media Association

• Student Alumni Network • WTAMU Fitness •

 **AWARDS**

• 1st place Advertising Design - Panhandle Press Association June 2010

• 3rd place Website Design - Panhandle Press Association June 2010

**SCHOLARSHIPS**

• Presidents Earn & Learn Scholarship – January 2022

• Journalism Advisory Committee Scholarship – August 2021