



JULIA D. CASEY

Teacher

28 Ans

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429 Stewart Street Indianapolis, IN.

Permis B

EDUCATION

2016 - 2017

Smith College, Northampton, MA

BA, Psychology (Expected May 2017)

EXPERIENCES

Marketing and Public Relations Manager

Right Now

The Smiffenpoofs, Smith College - Northampton, MA

- Oversee all marketing, public relations, and media outreach for nation's oldest female collegiate a cappella singing group.
- Delivered 10% increase from previous year in concert ticket and CD sales through new marketing efforts.
- Write and distribute marketing materials, press kits, and press releases; serve as liaison to press contracts and reporters.
- Coordinate radio appearances at college radio stations.
- Secure in-kind donations for events and CD release parties.
- Work closely with treasurer to track and analyze ticket and CD sales from concerts and performances.
- Create brochures, flyers, and e-postcards to promote upcoming events and concerts; use Adobe Illustrator to create collateral materials.

Captain

Sep 2015 - May 2016

Smith College Varsity Soccer Team - Northampton, MA

- Lead 28-member team during practices, games, and tournaments; provide mentorship, encouragement, and positive role model.
- Liaise with coaching staff to address issues of team cohesiveness; mediate conflicts.
- Achieved 100% attendance at practices and games for two consecutive years.
- Scout high school talent; lead tours of campus and athletic facilities for prospective students.
- Assist coaches with players' stretching, conditioning, and nutrition guidance.
- Execute policies and procedures governed by the NCAA.

Phonathon Caller

June 2015 - July 2014

Smith College Office of Advancement - Northampton, MA

- Cold-called alumnae and parents to update them on current events at Smith and to encourage them to financially support the college and upcoming initiatives

Server

June 2014 - Aug 2014

The Scoop - Beverly, MA

- Maintained high level of customer service in high-traffic beach front ice cream store; served 75+ customers hourly.
- Handled cash transactions and oversaw daily bank deposits.
- Cleaned and closed store nightly; communicated with store manager regarding supplies and machine maintenance.

SKILLS

Adobe PhotoShop and Illustrator; Microsoft Office; Social Media.

LANGUAGES

English

Native