

Becky Binns

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View writing samples and portfolio at: www.beckybinns.com

OBJECTIVE

Seeking a full-time position in a Milwaukee-based company that can benefit from my sharpened social media, public relations, marketing communications, special event planning, or media planning skills.

EXPERIENCE

Media Intern, *HY Connect*, Milwaukee, WI Dec. 2012-present

- Use media vehicles to reach target market for clients (i.e.: Concours Motors, Wisconsin Lottery)
- Analyze current campaign statuses and display data in PowerPoint presentations
- Collect data from MRI and Scarborough databases to process in Excel reports

Social Media Manager, *Two Berry Creative*, Madison, WI Nov. 2012-present

- Monitor Facebook insights and analyze post performance
- Write concise deal and product descriptions
- Assist owners in maintaining four different social media sites and personal website

Marketing/Account Service Intern, *Primum Marketing Communications*, Milwaukee, WI Aug. 2012-Dec. 2012

- Initiated project coordination with suppliers and freelancers
- Co-planned and coordinated Bond-themed 7th anniversary party
- Tripled the revenue on a project with research on organization trends

Financial Literacy Peer Educator, *Marquette University*, Milwaukee, WI Oct. 2011-Dec. 2012

- Created educational yet succinct presentations regarding fiscal responsibility
- Delivered presentations to groups ranging from 4-80 people
- Promoted the program through persuasive pitches to student organizations and residence halls

Stagehand/Hospitality, *The Rave/Eagles Ballroom*, Milwaukee, WI Oct. 2011-present

- Experience the inner workings of the music entertainment industry
- Prepare for concerts by setting up dressing rooms, lighting fixtures and audio systems
- Exhibit the ability to thrive under time crunches and high stress situations

ACTIVITIES

Public Relations Student Society of America Aug. 2012-present

- Vice President of Fundraising

Figure Skating Club of Marquette University Aug. 2011-present

- Co-founder, Vice President, and Active Competitor

Trial Judge, *United States Figure Skating Association* July 2006-present

- Display knowledge of intricate rules while executing fair judgment

HONOR SOCIETIES

Alpha Sigma Nu —Jesuit Honors | **Lambda Pi Eta** —Communications Honors | **Sigma Tau Delta** —English Honors

SKILLS

Microsoft Word, Excel, and PowerPoint
Social Media

InDesign
Writing

Wordpress
Public Speaking

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI: **Bachelor of Arts Degree, May 2013**

Major: Communication Studies

Minors: Public Relations & English Literature