

# Suzy Student

She/her/hers

900 Arkadelphia Road • Birmingham, AL 35205 • (555) 555-5555 • suzy@bsc.edu

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## EDUCATION

### **Birmingham-Southern College (BSC) – Birmingham, AL**

**Expected graduation May 2021**

*Bachelor of Arts in English, Business Administration Minor*

- Dean's List, Omicron Delta Kappa
- Relevant Coursework: Principles of Marketing, Arts and Nonprofit Marketing, Writing for the Media, Journalism Workshop
- Southeastern English Honors Conference, Atlanta, GA
  - One of three students chosen to present research to over 200 attendees in March 2019

### **James M. Bennett Senior High School – Salisbury, MD**

**August 2013 – May 2017**

*Advanced Academic Diploma*

## EXPERIENCE

### **Student Assistant, BSC Office of Financial Planning – Birmingham, AL**

**September 2017 – present**

- Perform data entry and analysis using Microsoft Excel, Access, and Datatel
- Manage daily correspondence between the College, students, and parents

### **Marketing Planner, Studio by the Tracks – Birmingham, AL**

**September 2020 – December 2020**

- Worked in a team of four to develop a year-long marketing plan as part of a college course in arts and nonprofit marketing
- Developed a social media schedule and crafted content for multiple platforms including Instagram, Facebook, and a blog
- Test posts generate a 4% increase in viewer engagement

### **Philanthropy Chair, Alpha Omicron Pi – Birmingham, AL**

**May 2019 – April 2020**

- Planned 12 chapter-wide and four campus-wide service events
- Collaborated with nonprofit agencies and other student organizations
- Marketed events through social media and direct outreach
- Developed fundraising components for six events, raising \$10,000 for the Juvenile Arthritis Foundation

### **Fundraising Events Intern, Birmingham Ballet – Birmingham, AL**

**January 2020**

- Coordinated logistics for the annual Pointe Ball fundraiser
- Collaborated with caterer, florist, musicians, and ballet staff to produce an event for 300 people with a budget of \$70,000
- Tracked RSVPs and donations received in Raiser's Edge

### **Membership Chair, BSC Black Student Union – Birmingham, AL**

**May 2018 – May 2019**

- Promoted organization through social media, campus pop-up events, flyers, and peer-to-peer outreach
- Increased active membership from 40 to 67 students

### **Coach and Coordinator, NorthStar Youth Soccer – Birmingham, AL**

**February 2017– May 2019**

- Coached 15 seven-year-old children two afternoons a week