

## experience

### SystemForward America, Inc. • Marketing Assistant (September 2013 - Present)

*Responsible for assisting in marketing strategies and materials for Pop-A-Lock franchises in North America*

- Assist in day-to-day administrative functions including communicating with clients via phone and e-mail
- Write and develop marketing materials in Photoshop, Illustrator, InDesign, and Power Point
- Assist in maintaining social media profiles and setting up webpages
- Assist in collecting latest news in all sectors and functions and research the current market
- Assist in organizing and planning annual Pop-A-Lock national meeting and social

### The Nicholls Worth • Design and Layout Editor (August 2012 - May 2013)

*Primary responsibility for all work assigned relative to design and layout*

- Handled all computer and physical layout of pages assigned, working from dummy sheets from section editors
- Put correct page numbers and dates on pages at the beginning of the week of publication
- Worked on any special sections in conjunction with the Editor
- Saw that ad manager has placed ads on the computer for shipping to printer
- Worked with the copy editors on headlines and cutlines

### Felger's Footwear • Third Key Sales Associate/Graphic Designer (January 2009 - March 2013)

*Held responsibility to sell and service customers while promoting Felger's Footwear as a retailer of quality footwear and myself as a trained shoe fitter*

- Promoted the service offered and the use of shoe products
- Educated customers about the footwear as it applies to their purchase
- Answered questions, asked and implied
- Stayed informed about styles in inventory, such as their style and construction
- Shared stockroom duties such as handling and unpacking cases, pricing shoes, and cleaning the stockroom

*Responsible for logos and ad design*

- Designed logo for hair bow line, BowTastic
- Created advertisements published in Louisiana Fitlife magazine

## education

### Bachelor of Arts (May 2013)

#### Nicholls State University • Mass Communication

Studied aspects of journalism with a focus on public relations, convergent media, design and layout, and campaign and event planning.

- Public Relations Student Society of America, Treasurer
- Publication Design for Mass Communication, Teacher's Assistant

## skills

### Technical Proficiency Mac OS X and Windows 7 software

- Apple iWork, Microsoft Office, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, WordPress, CMS web management and all aspects of social media

### Design Proficiency

- Page layout, ad design, typography, logo and identity design, and retouching photographs

## references

### Melanie Miller-Cobb

*Franchise Marketing Manager  
at SystemForward America, Inc.  
(337) 233-6211*

### A. Laure Chamberlain

*Instructor of Mass Communication  
at Nicholls State University  
(985) 448-4228*

### Brenda Felger

*Owner of Felger's Footwear  
(985) 851-1559*

### Nicki Boudreaux

*Director of Student Publications  
at Nicholls State University  
(985) 448-4261*