

EXPERIENCE

Executive Administrative Assistant | Lakeshore Home Builders Assoc. | Holland, MI *May 2019 – July 2020*

- Administrative duties, maintenance & retention of membership records, and support to Executive Officer.
- Assist with organization membership events, programs, and preparing for Board & Committee Meetings.
- Spearhead communications & marketing of LHBA's projects, events, meetings, promotions, & publications.
- Website & Social Media account maintenance and upkeep (HBA, Home Show, Parade of Homes).
- Design postcards, signage, new member applications, event registration packets, and other various marketing materials in conjunction with classes, special events, builder classes, etc.

Cultivo Marketing Asst. & Brand Ambassador | Uncommon Coffee Roasters | Douglas, MI *Feb. 2018 – Nov. 2018*

- Assist the Head of Marketing with marketing strategies, ad creation, social media campaigns, graphic design, and Cultivo website maintenance.
- Maintain and coordinate the Cultivo online presence via Facebook, Instagram, and website.
- New Customer data entry, analysis, management, service, and maintenance.
- Scheduling, executing, delegating, and managing all Cultivo demos & trade shows.
- Administrative duties for appointments and tasks for department.
- Customer service for Cultivo customers & national distributors.

Leasing Consultant | Spring Brook Apartments | Holland, MI *Aug. 2016 – Dec. 2017*

- Show and lease apartment units to prospective residents.
- Courteously handle resident questions, concerns, and complaints.
- Complete and maintain all resident property files, and conduct out-reach marketing on a regular basis.
- Maintain professional appearance and attitude at all times.
- Resident and Prospect payment, account, relations, and service request management.
- Verifying that all legally binding documents are signed and accounted for.
- Adherence to Fair Housing rules and regulations consistently.

Administrative Assistant | Clifford Buck Construction Co. | Muskegon, MI *Feb. 2016 – Aug. 2016*

- Assisted with company and subcontractor certified payroll,
- Handled all subcontract agreements and pre-construction documentation.
- Maintained close-out documentation for all projects and coordinated with the Project Managers.
- Monitored all subcontractor insurance requirements and bonding requirements.
- Operating and Maintenance manual preparation for all new projects, and verification of signed punch lists and final as-built drawings.
- Revamped company logo design file, website content, and layout for Project Sheets.

Freelance Designer | Habitat for Humanity | Mecosta County, MI *Aug. 2015 – Apr. 2016*

- Website development, redesign and implementation.
- Archiving late 90's to present photos of past projects and events.

Freelance Designer | Westshore Consulting | Muskegon, MI *Mar. 2015 – Apr. 2015*

- 8' x 8' booth display for the Michigan Oil and Gas Association Conference to depict Westshore Consulting's multiple services.

Assistant Innexus Specialist | Innereactive Media | Grand Rapids, MI *Jan. 2014 – July 2015*

- Professional support to develop, implement and update Optometrist websites for a superior user experience.
- Coordinating with the Innereactive Design Team to compose new and updated business logos and other imagery.
- Composed verbage for social media publishings, monthly and quarterly eNewsletters, and pre-loaded emails for Eye Care Professionals to utilize for their clientele.
- Search Engine Optimization and Google Analytic services for each website.
- Website domain registration and renewal.
- Enhanced customer service & hospitality operations.

Student Account Coordinator & Design Intern | Media Production Internship | Big Rapids *May 2013 – Dec. 2013*

- Created a range of on and off campus print materials.
- Continuous communication with clients until completion of project.
- Primary project was the creation and implementation of a logo and content for the Office of International Education's "Festival of Nations."

EDUCATION

Ferris State University (FSU) *2011 – 2013*

- BS Degree | Advertising & Integrated Marketing Communications
- Certificate | Business to Business Marketing
- AAF AdGroup of FSU Organization

2009 – 2011

- Graphic Design concentration through four full semesters
- Minor | Art History
- AIGA Professional Association
- AIGA FSU Student Organization

Muskegon Community College (MCC) *2006 – 2009*

- AAS Degree | Art and Science Degree with a focus in Business and Graphic Design.
- Headed the "Men of MCC" calendar fundraiser for the Breast Cancer Research Foundation.
- Winner of logo design competition for the Gillete Nature Association.

Aug. 2005 – June 2006

- Vocational Student for Commercial Art while attending Whitehall High School.

TECHNICAL PROWESS

Adobe Creative Suite

Illustrator ● ● ● ● ○
Photoshop ● ● ○ ○ ○
InDesign ● ● ● ● ○

Microsoft & Misc.

Office ● ● ● ● ●
PowerPoint ● ● ● ● ●
Publisher ● ● ● ● ○
Excel ● ● ● ● ○
Outlook ● ● ● ○ ○
QuickBooks ● ● ○ ○ ○
Photography ● ● ● ○ ○

Advertising Focus

Content/Copy ● ● ● ● ○
Account Planning ● ● ● ○ ○
Campaign Planning ● ● ● ● ○
Invoicing ● ● ● ● ○
MailChimp ● ● ● ● ○