

# BETHANY COLLINS

COMMUNICATIONS INTERN

## DETAILS

### ADDRESS

Raleigh  
United States

### PHONE

919-819-1537

### EMAIL

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## LINKS

[Portfolio](#)

[LinkedIn](#)

## SKILLS

Instagram

● ● ● ● ●

Facebook

● ● ● ● ●

TikTok

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Canva

● ● ● ● ●

Adobe Suite

● ● ● ● ○

Microsoft Office Suite

● ● ● ● ●

Logistics Management

● ● ● ● ●

Audience Outreach

● ● ● ● ●

Research

● ● ● ● ●

## LANGUAGES

Spanish

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## PROFILE

Hardworking and enthusiastic college student finishing a B.A. in Communication Studies with a focus in Public Relations with a proven track record in researching, coordinating and managing successful social media campaigns and events. Seeking a challenging position where I can utilize my skills and expertise to contribute to the success of an organization.

## EMPLOYMENT HISTORY

### Social Media & Event Coordinator, Midas Magazine

Sep 2022

- Analyzed media coverage and social media analytics to measure the success of campaigns and adjust strategies accordingly.
- Developed and managed a social media strategy that increased engagement with the target audience by 13%.
- Managed administrative logistics of event planning, event booking, and event promotions.
- Utilized social media platforms to market and promote the event, resulting in a 11% increase in attendance.

### Physical Promotions Coordinator, Uptown Audio

Dec 2023

- Developed a logo and branding system that was used to launch the organizations new merchandise.
- Created a comprehensive style guide that improved the consistency of the organization's branding across all channels.
- Implemented monthly meetings with the public to create a personal connection and curate interest in the organization.

### Lead Cashier, Ulta Beauty

May 2023 — Jul 2023

- Provided excellent customer service and oversaw the cash register operations.
- Ensured efficient and accurate cash handling, processed customer transactions, and resolved any customer issues or concerns.
- Trained and supervised cashiers, ensuring that they adhere to company policies and provide exceptional service to customers.

## EDUCATION

### Bachelor of Arts, University of North Carolina at Charlotte

Charlotte, NC

Jan 2022 — May 2024

### Associate in Arts, Wake Technical Community College

Raleigh, NC

Aug 2019 — Dec 2022