

Clarice Patterson

Profile

- Experienced in marketing and event planning, working within a strict budget
- Motivated team player with strong communication skills and a strong work ethic
- Able to learn new skills quickly while maintaining a positive attitude
- Attentive to detail; possess great time management skills

Education

Hanover College, Hanover, IN

Expected Graduation: May 2020

- Earning Bachelor of Arts in Communication
- Business Scholar
- Cumulative GPA: 3.7

Related Experience

Marketing Intern, Ripley County Community Foundation

(August 2019 – Present)

- Design monthly social media calendars and graphics for various social media platforms
- Gather monthly data analytics from Facebook, Instagram, Twitter, and LinkedIn profiles to report to the Marketing Board and diagnose improvements for future posts
- Write and edit blogs, newsletters, and press releases to be delivered through community media

Social Network Coordinator, Patterson's Nursery

(August 2019 – Present)

- Setup Twitter and LinkedIn business profiles to advertise and promote professional messages
- Manage social media networks and Google Business Page while redesigning the organization's website
- Respond to customer reviews online and consult with clients to attend their needs

Marketing Intern, Mad Paddle Brewery

(June 2019 – August 2019)

- Created event pages on Facebook as a form of advertisement to publicize upcoming events
- Compiled market research in advertisement pricing in local newspapers, radio stations, and websites to promote the new release of a brewery product
- Implemented owner's corrections and edits into marketing tasks, such as redesigning the menu

Additional Experience

Vice President, Campus Activities Board, Hanover College

(January 2018 – Present)

- Brainstorm and compile 12 campus event ideas with the Board to implement for students
- Coordinate details for "Putt-Putt Golf in the Library" such as facility location, supplies needed, and printed advertisements
- Communicate with the President to ensure board meetings and events are established and held

Pharmacist Technician, DeVille Pharmacy

(July 2015 – June 2019)

- Established rapport with customers and professionals
- Met customers' needs to package pills and fill prescriptions
- Trained new employee to use cash register and maintain inventory
- Promoted from cashier in 2016