



graphic design
website design
social media
advertising
public relations

Bethany Coats

Elon University, May 2016

M.A. Interactive Media

B.A. Strategic Communications

bcoats@elon.edu

(919) 612-6414

bethanycoats.weebly.com

Experience

All That JAS: Elon, NC (August 2014-Present)

Graphic Designer and Sales Associate

- Create marketing materials for advertising efforts.
- Create designs for store merchandise. Merchandise examples: screen printing and vinyl.

919 Marketing: Holly Springs, NC (05/14-02/15)

Marketing Assistant (08/14-02/15), Public Relations Intern (05/14-08/14)

- Assisted the senior staff with researching, pitching and tracking stories for all agency clients.
- Helped the social team create and maintain social media for select agency clients.

Lowes Funeral Home: Elon, NC (02/14-08/14)

Social Media Consultant

- Responsible for maintaining all social media sites, including Facebook, Twitter and weebly.
- Created daily Facebook and Twitter posts, along with multiple blogs per week.

Live Oak Communications: Elon, NC (01/14-05/14)

Traffic Manager

- Managed multiple agency projects in order to keep them aligned with proposed timelines.

Hanna Lee Communications: New York, NY (06/13-08/13)

Social Media and PR Intern

- Researched company clients and possible recognition in the media and helped senior staff members create and maintain client tracking reports.
- Supported social media content creation and maintenance for various sites, including Twitter, Instagram and LinkedIn.

National Multiple Sclerosis Society: Greensboro, NC (10/12-2/13)

Strategic Communications Intern

- Assisted the Director of Development with promotion of all spring event through print, email marketing and local media.
- Helped with the research, planning and execution of Spring 2013 fundraising events.

Related Work

Vital Signs A Cappella: Elon, NC (Fall 2011-Present)

Public Relations Team

Creates designs for flyers, brochures and other materials for all concerts and events. Planned and organized an A Cappella Benefit concert along with a team, raising over \$3,000 for the Make-A-Wish Foundation of Central and Western North Carolina.

PRSSA Bateman Case Study Competition: Elon, NC (11/13-02/14)

Elon University Team

Designed a campaign targeting the Elon community in order to increase awareness of client.

Alpha Chi Omega, Elon University (12/12-01/14)

Vice President of Membership Programming

Planned and organized sisterhood and social events, along with two family banquets.

Relevant Skills

Experienced with:

Adobe Creative Suite, CisionPoint, HootSuite, Sprout Social, Group High, Contactology, TVEyes, Microsoft Office

Work Experience:

All That Jas, Sales Associate (05/14-Present)

Ann Taylor LOFT, Sales Associate (08/13-03/14)

Lifetime Fitness, Kids Activities Team Member (05/12-10/12)

Camp Chestnut Ridge, Junior Counselor (05/09-08/09)