

WHITNEY T. TODD

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PROFESSIONAL OBJECTIVE

To work for a family-owned and operated company in an active environment in which my creative language and design skills will be utilized.

EDUCATION

AUBURN UNIVERSITY, Auburn, Alabama
Bachelor of Arts, Public Relations, Cum Laude

Graduation Date: May 2010

Relevant Coursework: Public Speaking, Human Resources Management, International Public Relations, Survey Research Methods, Writing for Public Relations, Public Relations Case Studies Public Relations Campaigns, Style & Design in Public Relations Messages

EXPERIENCE

MAMMOTH PRINTSHOP, Auburn, Alabama
Public Relations & Marketing Intern

January – April 2010

- Designed and distributed promotional tools such as brochures, letters, postcards and fliers
- Created and implemented a strategic public relations campaign targeted toward local businesses, churches and schools
- Planned and promoted the first Open WEARhouse Tour enabling potential clients to see the step-by-step process of screen-printing in the Mammoth PrintShop warehouse
- Constructed a media kit including a fact sheet, press release, feature story, backgrounder, brochure and biographies
- Managed and updated Facebook, Twitter and LinkedIn social networking sites

CAMBRIDGE COFFEE, Auburn, Alabama
Barista

November 2008 – June 2009

- Developed the ability to handle high-volume beverage-making when working with a team of two to three other employees while becoming more efficient in increasing revenue
- Accountable for accuracy of credit card and cash transactions
- Memorized beverage recipes and developed professional barista skills by assembling drinks with Italian machines
- Became customer-savvy by listening to customers' coffee preferences and making beverages to complement their specific palates
- Implemented marketing strategies of suggestive selling when promoting new products on every shift

PANHELLENIC CABINET, Auburn University, Alabama
Director of Spiritual Life

January – December 2008

- Planned a prayer breakfast each semester complete with food, music and a speaker for all of Greek Life
- Organized and mediated three dinners per semester for each of the sororities' chaplains
- Created a 6-day devotional for 100 ladies (Pi Chi's and Rush Executive Board) involved with Recruitment
- Worked closely with Panhellenic Cabinet by attending bi-weekly dinners, establishing goals and announcing upcoming events and ideas
- Gave a devotion at each Panhellenic Council meeting held bi-weekly

JOURNEYS OF ST. GEORGE ISLAND, St. George, Florida
Kayak Tour Guide

May – July 2008

- Participated on a team with four guides in conducting various river and bay kayaking tours
 - Obtained knowledge of local flora, fauna and cultural history
 - Instructed beginner kayakers and encouraged them to continue paddling despite the onset of fatigue
 - Implemented an organized T-shirt display in the Journeys of St. George store
 - Completed the daily task of cleaning kayaks, sailboats and power boats while developing customer service skills
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AFFILIATIONS AND ACTIVITIES

- Alpha Lambda Delta Honor Society
- Auburn University High School Leadership Conference Counselor
- Auburn University Waterski Club Team
- Delta Epsilon Iota Academic Honor Society
- Grace Campus Ministries Small Group Leader
- Habitat for Humanity Volunteer
- National Society of Collegiate Scholars
- Phi Eta Sigma Honor Society
- Wesley Foundation
- Winter Retreat Counselor for Fellowship of Christian Athletes
- Zeta Tau Alpha Social Sorority
- Zeta Tau Alpha Chaplain
- Zeta Tau Alpha Philanthropy Event Committee Head
- Zeta Tau Alpha Big Sister Chair